



## Media Release

THE CORPORATION OF THE CITY OF VERNON  
3400 – 30 Street  
Vernon, BC  
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FOR IMMEDIATE RELEASE

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### Get ready to roll: Fall GoByBike Weeks is back!

Don't put your bike away just quite yet, the Fall GoByBike Weeks event kicks off in Vernon and the North Okanagan on Monday, October 16, running for two weeks until October 29.

GoByBike Weeks is an annual challenge that motivates people of all ages to trade in their car and get around by bike and then log their trips online at [www.gobybikebc.ca/vernon-north-okanagan](http://www.gobybikebc.ca/vernon-north-okanagan) for a chance to win great prizes.

Trips by small wheeled transport (like skateboards, longboards, kick scooters, e-scooters, and rollerblades) are also eligible to be logged. Whether you're heading out for work, for errands, or just for fun, any ride counts. The event is free to register and those who log one or more rides, are entered into a draw for a chance to win great prizes, including gift cards to local bike shops, coffee shops, and other downtown businesses.

#### Local event details:

##### **Sunday, October 22: Fall Celebration Station @ 1 – 3 p.m.**

All riders are invited to join us at this Fall Celebration Station at Spirit Square (located in front of Vernon City Hall at 3400 30 Street). Come down for a complimentary warm drink, treat, and prizes.

This fall, riders can take on additional self-paced challenges including the [Fall Ride Challenge](#). Riders are encouraged to explore various areas around town and complete as many "challenges" as they can for a chance to win one of four \$50 Vernon Downtown Dollars gift cards. This family-friendly challenge includes riding to a lake, a mural, or park. Fall Ride Challenge cards can be downloaded [here](#), or picked up in-person at the Community Services Building (3001, 32<sup>nd</sup> Ave), and at local bike shops and local businesses.

New to this year is the Let's Ride! Team Challenge. Teams are encouraged to ride the distance to Vancouver together – a total distance of 440 km. Those who reach the kilometer milestone will be entered in a draw to win a donut party for their team.

"Fall GoByBike Weeks is all about prioritizing active transportation for daily tasks, work commutes, and outdoor adventures," said Anne Huisken, Active Transportation Coordinator.

"This event has become a cherished tradition in our community. Let's set an example for the province. As the weather cools, let's keep riding – showing that riding is a year-round choice!"

GoByBike Weeks is part of the City of Vernon's larger strategy to reduce greenhouse gas emissions (GHGs) and to make active transportation the first choice to move around Vernon.

With shorter and cooler days ahead, the City would like to remind all riders to use your lights, wear bright clothing, and watch for wet/slippery sections, and always wear your helmet.

Riders can register and find more information at <https://gobybikebc.ca/vernon-north-okanagan/>.

