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2008 Walk & Bike Month Sponsor List Finalized

Number of sponsors and sponsorship contributions double from 2007

BOULDER—Walk & Bike Month organizers have finalized its list of financial and in-kind sponsors for this year's month-long celebration of walking and biking activities held throughout the city. Walk & Bike Month's major sponsor is GO Boulder, the city's transportation management department. There are twice as many sponsors this year and the value of the contributions has doubled since 2007.

Major financial contributors include Pedal to Properties (\$10,000), a unique Boulder-based realty firm that shows properties using cruiser bikes. Pedal to Properties is this year's sponsor of Bike to Work Day on June 25. Other major contributors include Whole Foods (\$2,500), Patagonia (\$2,500), Roche (\$2,500), IBM (\$2,500), Amgen (\$2,500), Clif Bar (\$1,500 and bars), Denver Regional Council of Governments (\$2,000 and T-shirts) and Platts (\$1,500).

“Support for Walk & Bike Month continues to grow,” said Sue Prant, Walk & Bike Month campaign director. “This year, we have more financial donors and more businesses participating in activities throughout the month, a positive sign for this annual event.”

Other supporters include the Daily Camera (\$11,000 in ads), Chipotle (\$500 and burritos), Liquor Mart (\$1,000), Noodles & Company (\$1,000), Alion (\$1,000), 21 Wheels (\$800 and lights), Sandoz (\$1,000), New Belgium Brewing Company (\$700), Cat Eye (\$2,500 in lights), Boulder Business Productions (\$1,000 in legbands), Namaste Solar Electric (\$500), Boulder Community Hospital (\$500), *VeloNews* (\$500), Bikes Belong (\$500), Boulder Theater (concert tickets), and Mirrycle Corporation (\$1,000 in printed bells).

Many sponsors provide gear, free services or volunteers. This group includes Community Cycles, Full Cycle, Estey Printing, Green Guru, Campus Cruisers, Kryptonite, Pedestrian Shops, GoLite, Camp USA, Rocky Mounts, Boulder Mountainbike Alliance, Boulder Cycling Club, Bicycle Village, Crocs, Bota of Boulder, Crispin Porter + Bogusky and Outdoor Divas.

For more information, call Sue Prant at 303-564-9681 or bikesue@gmail.com.

About Walk & Bike Month

Sponsored by GO Boulder, Walk & Bike Month is a celebration of walking and biking activities. It will be held throughout June. Activities are being coordinated by Community Cycles, a local nonprofit that educates and advocates for the safe use of bicycle transportation. Walk & Bike Month was expanded from a week to a month this year. Bike-to-Work Day, a popular part of Walk & Bike Month, will be held on June 25.

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