

***** **Press Release** *****

WHAT: The North Shore TMA's Celebrates Bay State Bike Week 2011 / MassCommuter Challenge Events

WHO: North Shore Transportation Management Association, in conjunction with MassCommute and participating companies including Axcelis Technologies, City of Salem, Cummings Center of Beverly, Middle Oak Insurance, Pinnacle Bikes, and OSRAM SYLVANIA of Beverly and Danvers.

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SUBJECT: **The North Shore Transportation Management Association Celebrates Bay State Bike Week 2011 / MassCommuter Challenge**

May is National Bike to Work Month. To promote biking as a healthy, clean, quiet, efficient means of getting to and from work, the North Shore Transportation Management Association (NSTMA) in conjunction with MassCommute and participating member companies sponsored the Bay State Bike Week 2011 / MassCommuter Challenge from Monday, May 16 – Friday, May 20, 2011.

This year's Bay State Bike Week events were held at major worksite locations in the NSTMA's service area (Beverly, Danvers, Peabody, and Salem). This format allows participants to bike to work with friends, neighbors, and colleagues who may work in the same area but not for the same company (much like a carpool or vanpool). It also offers riders the flexibility to choose to bike to work on the day during the week that is most convenient for them. NSTMA staff greeted riders at each location, provided them with a light breakfast, a free t-shirt. **This year's events were held at the following locations:**

- May 16: Cummings Center, 100L Cummings Center Beverly, 7:00 a.m. to 9:00 a.m.
- May 17: OSRAM SYLVANIA, 54 Cherry Hill Drive, Danvers, 7:00 a.m. to 9:00 a.m.
- May 18: City of Salem/Middle Oak, One Holyoke Square, Salem, 7:00 a.m. to 9:00 a.m.
- May 19: OSRAM SYLVANIA, 100 Endicott Street, Danvers, 7:00 a.m. to 9:00 a.m.
- May 20: Axcelis Technologies, 108 Cherry Hill Drive, Beverly, 7:00 a.m. to 9:00 a.m.

Over 30 employees registered for this year's events – pledging to pedal 2,125 miles during Bay State Bike Week. Considering an average automobile fuel economy of 25 miles per gallon, cyclists saved approximately 85 gallons of gasoline, and more than \$327.25 in fuel costs (\$3.85 average cost per gallon) during Bay State Bike Week.

"Even though the weather did not cooperate, the die-hard cyclists were excited to participate in this year's Bay State Bike Week," said Andrea Leary, Executive Director of the North Shore TMA. "A record number of employees participated. We hope that participants recognize the health/wellness, economical, and environmental benefits associated with cycling to/from work/home." To entice employees to continue an active commute, the NSTMA offers multiple incentive programs that reward cyclists with gift cards for biking to/from work/home – the more employees bike to work, the greater the amount of their reward. "A special thanks to all the NSTMA member companies and employees for all their support and efforts during Bay State Bike Week and ongoing commitment to alternative commuting to/from work throughout the year."

Employees who participate in Bay State Bike Week were entered in a raffle for great prizes including: bike helmets, locks, courier and stem bags, trail tools, gift certificates, and bike water bottles. Prizes were awarded at the Bay State Bike Week – Bike Bash on May 25th, at Flat Top Johnny's in Cambridge, MA. Cyclists enjoyed meeting other fellow cyclists, receiving MassCommuter Challenge awards, raffles, eating appetizers and playing billiards – a great time was had by all. Mr. Steven Roberge, Director, EHS of Axcelis Technologies (a NSTMA member company located at 108 Cherry Hill Drive, Beverly) won one of 2 grand prizes a Milano Parco bike manufactured by Bianchi and raffled during the Bike Bash. **Congratulations to Axcelis Technologies.**



If your company is a member of the North Shore TMA. All services are free to member employees. More information is available at www.northshoretma.org, commute@northshoretma.org, or 603-702-2156.

About the North Shore TMA

The North Shore TMA is a non-profit organization of businesses, employers, property owners, developers, institutions, organizations, and municipalities who are working together to address employee transportation issues in the Beverly, Danvers, Lynn, Peabody, and Salem. The North Shore TMA is the 11th TMA in Massachusetts. We are part of a larger organization called MassCommute, which represents 300 companies and nearly 300,000 Massachusetts employees.