

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

WHAT: MassCommuter Challenge/2010North Shore Bike to Work Week

WHO: North Shore Transportation Management Association, in conjunction with MassCommute and Participating Companies including Axcelis Technologies, Inc., City of Salem, Cumming Center Properties, Middle Oak Insurance, Salem Cycle, and OSRAM Sylvania.

CONTACT: Andrea Leary, 781-639-6262, andrealeary@verizon.net

SUBJECT: **The North Shore Transportation Management Association Celebrates MassComuter Challenge/Bike to Work 2010**

May is 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 (TMA) in conjunction with MassCommute and participating member companies sponsored the MassCommuter Challenge/Bike to Work 2010 held during Baystate Bike Week from Monday, May 17 – Friday, May 21, 2010.

This year's Bike to Work events were held at major worksite locations in the North Shore TMA's service area (Beverly, Danvers, Lynn, Peabody, and Salem) during Baystate Bike Week. 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. TMA 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 17: Cummings Center, 100L Cummings Center Beverly, 7:00 a.m. to 9:00 a.m.
- May 18: OSRAM Sylvania, 54 Cherry Hill Drive, Danvers, 7:00 a.m. to 9:00 a.m.
- May 19: Middle Oak/City of Salem, One Holyoke Square, Salem, 7:00 a.m. to 9:00 a.m.
- May 20: OSRAM Sylvania, 100 Endicott Street, Danvers, 7:00 a.m. to 9:00 a.m.

Forty-five employees registered for this year's events – double the number of participants from last year's inaugural event, pedaling close to 1550 miles during Baystate Bike week. Considering an average automobile fuel economy of 25 miles per gallon, cyclists saved approximately 62 gallons of gasoline, and more than \$172 in fuel costs during Baystate Bike Week.

"This is an especially exciting year for Bike to Work," said Andrea Leary, Executive Director of the North Shore TMA. "We have a record number of employees participating. We hope that participants recognize the health, economical, and environmental factors of bicycle commuting and continue commute by bike as often as practical beyond Baystate Bike Week." To entice employees to continue an active commute, the TMA offers an incentive program that rewards cyclists with gift cards for biking to work – the more employees bike to work, the greater the amount of their reward.

Employees who participate in Bike to Work are entered in a raffle for great prizes including: bike helmets, locks, tune-ups, gift certificates, and bike racks. Prizes were awarded at the Bike to Work – Bike Bash on May 26th, at Flat Top Johnnies in Cambridge, MA. Riders enjoyed meeting other fellow riders, receiving MassCommuter Challenge awards, and eating appetizers – a great time was had by all!

About The North Shore Transportation Management Association

The North Shore TMA is a non-profit organization comprised of North Shore businesses and property owners employing commuters who are working together to address employee transportation-related issues in the towns of 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. More information is available at <http://www.NorthShoreTMA.org>.

Visit us at www.NorthShoreTMA.org or call the TMA at 603-702-2156.

You're invited to find us on both Facebook, www.facebook.com - search North Shore TMA; and on Twitter, <http://twitter.com/NorthShoreTMA>.