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FOR IMMEDIATE RELEASE

BOISE GREENBIKE SEEKS SPONSOR FOR BIKE MOVERS

Boise GreenBike, the city's first modern bike share system, is working steadily toward a launch this spring with 114 bikes at 15 stations located mostly downtown and at Boise State University.

One of the challenges still facing the program is how to move bikes around to ensure an adequate number of bikes are available at each station. A bike share participant may get a bike from one station but leave it at another station. This can create an imbalance in bike station inventories.

Boise GreenBike Director Dave Fotsch says he wants Boise GreenBike to be the greenest in the country.

"Every bike share system has to move bikes," Fotsch explained. "Most of them use trucks or vans, which sort of defeats the purpose of trying to reduce car trips. We want to move bikes with bikes, so we are seeking help from the business community to make that happen."

Boise GreenBike has received a \$3,250 grant from the Edwards Mother Earth Foundation as seed money to create bike movers. The basic concept is to have a sturdy utility bike pulling a small trailer that would carry at least four of the bike share bikes. Two bike trailers will be needed, but the grant money is probably only enough to buy one, Fotsch explains. "We're hoping to leverage this grant by finding a business willing to invest in another bike mover set-up."

In exchange for its investment, the business will gain exclusive advertising rights on both bike movers for as long as they are in service. For more information, contact Dave Fotsch at 208-384-3739.

Boise GreenBike is a service of Valley Regional Transit. The City of Boise has provided major financial support to get the program off the ground. Title Sponsors include SelectHealth and St. Luke's Health System. Go to www.boise.greenbike.com for more information.

Note for editors: a photo of a bike mover is available upon request.

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