

**FOR IMMEDIATE RELEASE:**

**Omaha Competes to Win the Go By Bike Challenge**

*(Omaha, NE – July 18, 2008)* Midwest Cycling, the locally owned company which operates the Trek Bicycle Store and Highgear Bicycle Store, is asking area residents to take the Go By Bike Challenge. This national pledge campaign is sponsored by 1 World 2 Wheels —Trek Bicycle’s cycling advocacy initiative—challenges people to put down the car keys and instead go by bike.

From **July 17th** through **August 31st**, area residents can make **Go By Bike mileage pledges** on the Midwest Cycling website ([www.midwestcycling.com](http://www.midwestcycling.com)). The site also features a homepage ticker that tracks total miles pledged, money saved, calories burned, and pounds of carbon offset accumulated.

“Cities across the nation are competing to achieve the highest pledge count,” says Midwest Cycling Co-Founder Kent McNeill. “There is so much momentum in Omaha behind riding bikes for transportation. This challenge could earn Omaha national recognition for bicycle commuting, and someone in town could win a free bike too.” Each day of the campaign, one lucky pledger nationally will be selected at random to receive a brand new Trek 7.2 FX fitness hybrid bike, valued at over \$500.

“The momentum for going by bike is undeniable,” noted Trek’s Director of Advocacy, Rebecca Anderson. “Growing traffic congestion; skyrocketing gas prices; alarming obesity rates; concerns about global climate change as the result of greenhouse gas emissions; there is interest all over the country for transportation alternatives. The bicycle—as arguably the most efficient mode of transportation on the planet—represents a simple solution to some of the toughest problems; and tons of communities are recognizing this fact by taking steps to become bike-friendly. There has never been a better time to go by bike!”

According to a National Personal Transportation Survey, nearly 40% of all trips taken by car are two miles or less. Whether it’s to work, to school, to the park, store, or gym, the “Go By Bike Challenge” asks individuals to think about all the short trips they take by car and instead pledge to go by bike.

**Related Links:**

[Midwest Cycling](#)

[Go By Bike Challenge](#)

[Trek’s 1 World 2 Wheels Initiative](#)

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