



PRESS RELEASE
May 15, 2012

City of Cottonwood is named a Bronze Bicycle Friendly Community by the League of American Bicyclists

Washington, D.C. – May 15, 2012 – May is National Bike Month with hundreds of events and thousands of riders celebrating bicycling nationwide. And a growing number of U.S. communities are taking steps to encourage residents to ride all year round — including the City of Cottonwood. Today, the League of American Bicyclists announced the latest round of Bicycle Friendly Communities (BFC) and the City of Cottonwood was named a Bronze BFC.

“We are not surprised that this was the largest number of new and renewing applicants that we’ve ever had,” said League President Andy Clarke. “The popularity of this program is clear evidence that investment in bicycling is a major catalyst in creating the kind of vibrant communities people want to live, work and visit. The City of Cottonwood recognizes that simple steps to make bicycling safe and comfortable pay huge dividends in civic, community and economic development.”

The BFC program is revolutionizing the way communities evaluate their quality of life, sustainability and transportation networks, while allowing them to benchmark their progress toward improving their bicycle-friendliness. With this impressive round, there are now 214 BFCs in 47 states across America. The Bronze BFC award recognizes Cottonwood’s commitment to improving conditions for bicycling through investment in bicycling promotion, education programs, infrastructure and pro-bicycling policies.

“Earning the designation of Bronze is a great accomplishment for the City and it validates all of the steps we have taken over the past year to make Cottonwood more Bicycle Friendly. The City plans to use feedback from the League in addition to our own Bicycle Plan to help continue improving our bike network and bike friendliness. We feel proud to have earned this designation, but we don’t want to stop here. The City plans to continue implementation of the Bicycle Plan with the hopes of improving our designation to a Silver Bicycle Friendly Community in the near future.” (City of Cottonwood Contact: Nikki Arbeiter, Community Development Planner narbeiter@cottonwoodaz.gov or (928) 634-5505).

The BFC program provides a roadmap to building a Bicycle Friendly Community and the application itself has become a rigorous and an educational tool in itself. Since its inception, more than 500 distinct communities have applied and the four levels of the award – platinum, gold, silver and bronze – provide a clear incentive for communities to continuously improve.



To apply or learn more about the free BFC program, visit bikeleague.org/community.

About the Bicycle Friendly America Program

The Bicycle Friendly Community, Bicycle Friendly State, Bicycle Friendly Business and Bicycle Friendly University programs are generously supported by program partners Bikes Belong and Trek Bicycle's One World, Two Wheels Campaign. To learn more about building a Bicycle Friendly America, visit <http://www.bikeleague.org/programs/bicyclefriendlyamerica/>

The League of American Bicyclists promotes bicycling for fun, fitness and transportation, and works through advocacy and education for a bicycle-friendly America. The League represents the interests of America's 57 million bicyclists, including its 300,000 members and affiliates. For more information or to support the League, visit www.bikeleague.org.