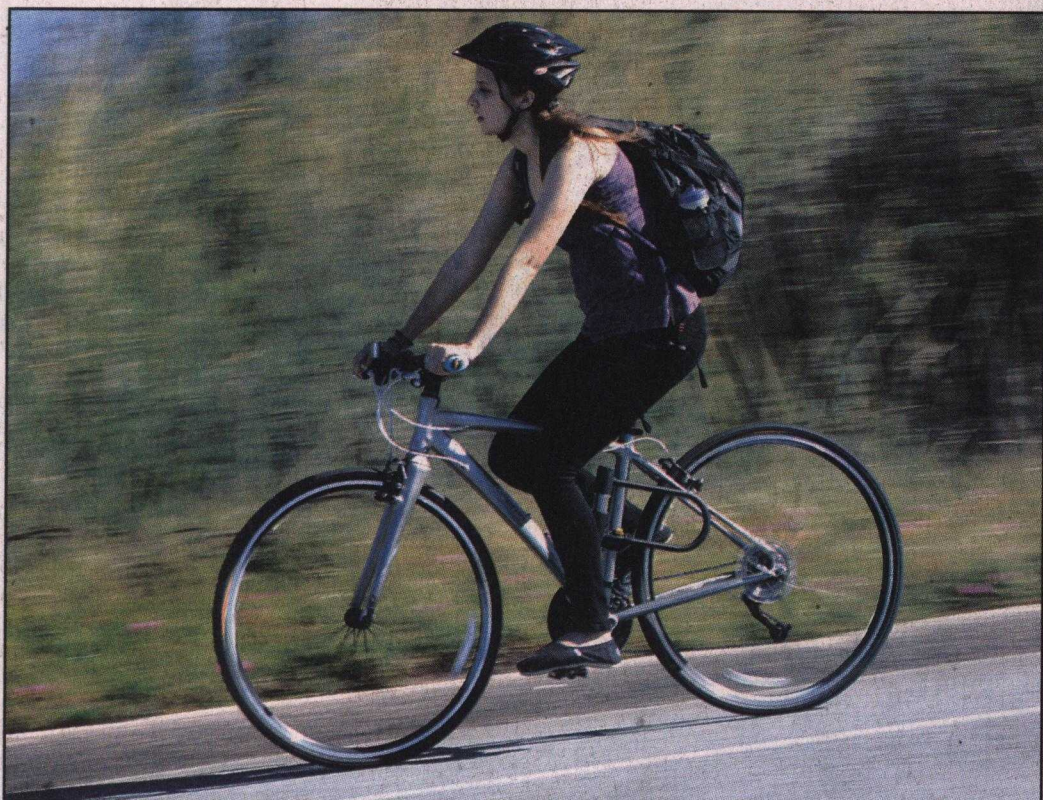


KEEPING IT GREEN



Tarmo Hannula/Register-Pajaronian

A woman sails down a hill on East Cliff Drive in Live Oak Friday morning.

Bicycle Paths Santa Cruz County named a bicycle friendly place

By ERIK CHALHOUB
OF THE REGISTER-PAJARONIAN

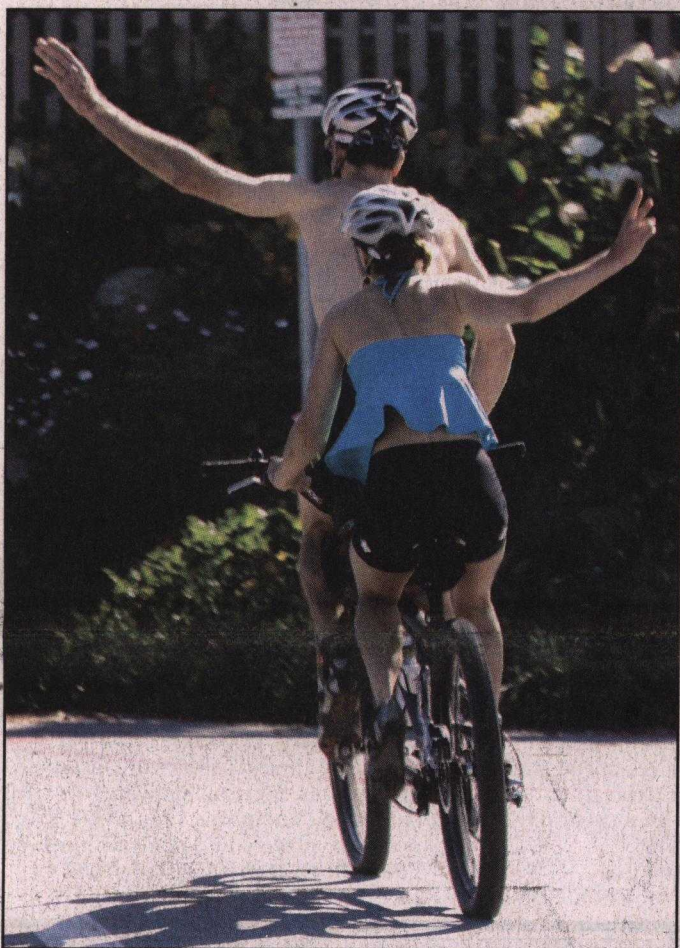
SANTA CRUZ — The League of American Bicyclists recognized Santa Cruz County as a Bronze Level Bicycle Friendly Business on Wednesday, just in time for Earth Day.

"The County of Santa Cruz is at the forefront of a movement to make American businesses more competitive, sustainable and attractive to the best and brightest employees," stated Andy Clarke, President of the League of American Bicyclists. "An investment in bicycling enhances employee health, increases sustainability and improves the bottom line."

The League announced 67 new BFBs on Wednesday, adding to the total of more than 400 other businesses and government agencies in the nation. A BFB, according to the League, encourages a bicycle-friendly atmosphere for employees and customers. Each application to the program is reviewed by a panel of national bicycle experts and local reviewers.

Santa Cruz County, the League noted, encourages bicycling by providing bike lockers and free day-use lockers. Incentives are provided for employees who bike to work, such as a designated breakfast location during Bike to Work Week and a zero percent bicycle loan through partnership with Ecology Action.

"Businesses in Santa Cruz County have lead the way by encouraging their employees to bike to work, thanks to the efforts of County government, Regional Transportation Commission, Ecology Action, and many, many partners," stated



Tarmo Hannula/Register-Pajaronian

A man and a woman enjoy a morning ride on their tandem bicycle in Live Oak Friday.

Dan Haifley, Chairperson of the Santa Cruz County Commission on the Environment. "County residents are being recognized for choosing healthier and greener alternatives to move around town, and should be proud of this national honor bestowed by the League of American Bicyclists."

The League, which was founded in 1880 as the League of American Wheelmen, pro-

notes bicycling for fun, fitness and work. It represents the nation's 57 million cyclists, and includes a membership of 300,000.

With the recognition, Santa Cruz County will have access to free tools and assistance from the League to become even more bicycle-friendly.

For information about the League of American Bicyclists, visit www.bikeleague.org.