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FOR IMMEDIATE RELEASE

Biketober Is Back! Sign Up for Metro Atlanta's Annual Bike Challenge

Month-long competition encourages commuters to bike to work, reducing roadway congestion and improving air quality.

ATLANTA - (September 26, 2018) – Starting October 1, metro Atlanta commuters will be pedal powered as Georgia Commute Options kicks off their month-long bike challenge, Biketober. This free and fun challenge encourages residents from across the 19 metro Atlanta counties to try biking as a commute option and experience the benefits, while helping reduce congestion and improve air quality.

Riders earn points to win prizes in the month-long competition. Prizes include \$15-\$150 worth of bike gear, restaurant gift cards, and a one-year, annual membership to the Atlanta Bicycle Coalition. The grand prize winner will receive a brand-new bike valued at \$1,000. Participants are also entered to win the international prize with every logged ride. This year, the international winner can choose between a trip to the Grand Canyon or New Zealand.

“There are countless intrinsic benefits to bike commutes, from cost-effectiveness to health benefits for riders,” said Jill Goldberg, Georgia Commute Options Marketing Director. “The Biketober challenge is a fun way to familiarize commuters with the benefits of biking versus driving alone, in hopes that they will adopt biking as their preferred commute option, which ultimately benefits us all.”

Last year, Biketober participation increased 31 percent, with more than 200 participating organizations, 2,200 competitors and 221,000 miles logged. 2017 riders logged nearly 30,000 trips during the challenge – a 49 percent increase from the previous year.

Interested commuters can register at www.ATLBikeChallenge.com, with the option to create a workplace or social team of up to eight people, join a cycling club or compete as a solo rider. Biketober participants can earn prize points for every mile ridden and every day they log a trip, and more points for every new person they encourage to sign up. Teams will compete in a pool for the first three weeks. The winning team of each pool will face off in the final week of the event - the Final Sprint - to determine the top team in the region.

For more information about Biketober, visit: www.ATLBikeChallenge.com.

About Georgia Commute Options

Georgia Commute Options, a program managed by the Atlanta Regional Commission and funded through the Georgia Department of Transportation, works with employers, commuters and schools to encourage drivers who ride alone to make the switch to a commute alternative such as riding transit, teleworking, carpooling, vanpooling, walking and/or biking, with the ultimate goal of reducing congestion and the emissions that contribute to smog pollution. For more information, visit www.GaCommuteOptions.com and follow Georgia Commute Options on [Facebook](#), [Twitter](#) and [Instagram](#). The Georgia Commute App to log commutes is available for download via the App Store or Google Play.

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