



Clean Energy Coalition

924 N. Main St. Suite 2

Ann Arbor, MI 48104

www.cec-mi.org

City of Ann Arbor

301 E Huron St., P.O. Box 8647

Ann Arbor, MI, 48107-8647

www.a2gov.org

TheRide

2700 S. Industrial Hwy

Ann Arbor, MI 48104

www.theride.org

University of Michigan

Parking & Transportation Services

523 S. Division Street, Suite 2912

Ann Arbor, MI 48104

www.umich.edu

PRESS RELEASE

For immediate release

Contact: Ben Jessup

Marketing Manager, Clean Energy Coalition

ben@cec-mi.org | 734 585-5720 x33

ARBORBIKE: ANN ARBOR BIKE SHARE SYSTEM NAME AND LOGO ANNOUNCEMENT

Ann Arbor, MI, February 5, 2014 – The Ann Arbor Bike Share program has an official name and logo: **ArborBike**. Following a month long campaign and gaining input through social media, the ArborBike project partners (Clean Energy Coalition, the City of Ann Arbor, the University of Michigan, and TheRide) selected ArborBike as the official name for the program.



ArborBike is getting set to launch this spring and summer. ArborBike will help visitors, residents, students and commuters get around the city. The ArborBike team is planning for the installation of 14 stations where people can access the durable urban bicycles. Final station locations will be released over the next few months. To find out more information about ArborBike, connect on Facebook, follow on Twitter @arborbike or sign up for our email list <http://eepurl.com/NacHX>

ArborBike is funded largely through federal grant monies, local match funding from the City of Ann Arbor, and operational funding contributions from the University of Michigan. B-Cycle (the equipment vendor for ArborBike) is working with the project team on the details for bike and station delivery and installation

Late in 2013, students and residents submitted over 200 ideas through Facebook and the program's website to name the bike share program. Jill Stanevich of Ann Arbor won a random drawing of all submissions, and she will receive a free one-year membership when ArborBike launches. Bike share fans are encouraged to follow ArborBike's Facebook and Twitter accounts to be notified of future contests and events in Ann Arbor throughout 2014.

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Clean Energy Coalition is dedicated to promoting clean energy technologies as a way to create healthier, energy independent communities. Since 2005, Clean Energy Coalition has implemented, managed and evaluated cost-effective, market transformation projects and programs in the building and transportation sectors valued at more than \$60 million. For more information, visit <http://cec-mi.org>.

Ann Arbor has 114,000 residents, spans 27.7 square miles, and is frequently recognized as a foremost place to live, learn, work, thrive and visit (www.a2gov.org/news). To keep up with City of Ann Arbor information, subscribe for e-mail updates (www.a2gov.org/subscribe), follow us on Twitter (<http://twitter.com/a2gov>) or become a city fan on Facebook (www.facebook.com/thecityofannarbor).

The University of Michigan is one of the country's great public research universities, a top employer, and nationally recognized health system. President Mary Sue Coleman reinforced the University's commitment to sustainability in 2011 with the introduction of five operations-focused sustainability goals. Bike sharing will continue to complement ongoing university efforts in promoting sustainable practice and transportation options, providing the opportunity for students, faculty and staff to easily connect with campus locations and Ann Arbor merchants and service providers for quick trips without any hassles of parking. For more information on campus transportation options, visit www.pts.umich.edu.

The Ann Arbor Area Transportation Authority (TheRide) was chartered in 1969 by the City of Ann Arbor, Michigan, as a not-for-profit unit of government. TheRide operates the local public transit system for the greater Ann Arbor-Ypsilanti area, enabling the area's residents to reach their destinations at reasonable cost, and offers the region efficient, environmentally sound transportation alternatives. For more information, please visit TheRide.org. E-mail and text message updates on bus routes, schedules, detours and other news from TheRide are available by free subscription to MyAlerts at TheRide.org. Connect with TheRide on Facebook.com/CatchTheRide and Twitter.com/CatchTheRide.