Adventure Cycling Campaign Raises Over $128,000 for U.S. Bicycle Route System

Adventure Cycling Association

FOR IMMEDIATE RELEASE

MISSOULA, MONTANA, June 13, 2013 — Adventure Cycling Association's fourth annual *Build It. Bike It. Be a Part of It.* campaign raised more than $128,000 for the U.S. Bicycle Route System (USBRS) during National Bike Month (May 2013).

"We greatly appreciate the support of our members, donors, and other cyclists," said Development Director Amanda Lipsey. "These funds will help us work side by side with more volunteers in more states to expand the U.S. Bicycle Route System in 2014." To date, 5,616 miles of U.S. Bicycle Routes have been designated, helped in part by funds raised during Adventure Cycling's annual spring campaign which has brought in more than a quarter of a million dollars for the project since 2010.

This year, major donors provided a $35,000 matching challenge at the outset of the campaign that was met in less than two weeks by contributions from individual donors. Business sponsors gave $7,500, as well as providing $4,000 in in-kind donations, used as giveaways to inspire individuals to contribute. Business sponsors included the following companies: Bikeflights.com, BOB Gear by Britax Child Safety, Inc., Ortlieb, Planet Bike, Primal Wear, and TeamEstrogen.com. In-kind sponsors included Bikeflights.com, Cygolite, Hans Bagworks, J&B Importers, Nutcase, Ortlieb, Osprey Packs, Planet Bike, and Primal Wear. Two bike clubs, Almaden Cycle Touring Club and Cascade Bicycle Club, contributed $2,000 total to fuel a special "club week" matching challenge.

Adventure Cycling Association coordinates the U.S. Bicycle Route System under the auspices of the American Association of State Highway and Transportation Officials (AASHTO), providing technical assistance to states implementing routes. AASHTO is a nonprofit, nonpartisan association representing highway and transportation departments in all 50 states, the District of Columbia, and Puerto Rico. A powerful voice in the transportation sector, AASHTO's primary goal is to foster the development of an integrated national transportation system. In 2013, AASHTO contributed $7,500 to support the U.S. Bicycle Route System.

In early May, just after the fundraiser kick-off, AASHTO's Special Committee on U.S. Route Numbering approved a new section of U.S. Bicycle Route 45 in Minnesota, U.S. Bicycle Route 76 in Missouri, and realignments for U.S. Bicycle Route 76 in Kentucky. These new approvals brought the U.S. Bicycle Route System to 5,616 miles of official U.S. Bike Routes in 10 states: Alaska, Kentucky, Illinois, Maine, Michigan, Minnesota, Missouri, New Hampshire, North Carolina, and Virginia. Presently, more than 40 states are working on U.S. Bicycle Routes.

"Adventure Cycling members and other cycling supporters rally around this campaign each year as we raise funds and promote the vision of an America connected by bicycle routes and trails," said Ginny Sullivan, director of travel initiatives at Adventure Cycling Association. "We are so lucky that each year we have also celebrated the on-the-ground expansion of the USBRS, marked by new route designations at AASHTO's spring meeting. It's been a fantastic way to celebrate National Bike Month!"

In 2013, Adventure Cycling's work on the U.S. Bicycle Route System was also supported in part by generous grants from the Lazar Foundation, New Belgium Brewing, Climate Ride, and the Tawani

Foundation.

Learn more about the U.S. Bicycle Route System on Adventure Cycling Association's website, www.adventurecycling.org/usbrs, and join the conversation on Facebook and Twitter, @usbicycleroutes.

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Adventure Cycling Association inspires and empowers people to travel by bicycle. It is the premier bicycle-travel organization in North America with more than 46,500 members. Adventure Cycling produces cycling routes and maps for North America, organizes more than 70 tours annually, and publishes the best bicycle-travel information anywhere, including Adventure Cyclist *magazine. With 41,420 meticulously mapped miles in the Adventure Cycling Route Network, Adventure Cycling gives cyclists the tools and confidence to create their own bike-travel adventures. Contact the office at (800) 755-BIKE (2453), info@adventurecycling.org, or visit www.adventurecycling.org.*

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National cycling route network grows due to generous contributions and approval of new U.S. Bike Routes: http://bit.ly/2013USBRSCampaign.

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