



## Share the Road Announces Bicycle Friendly Business Awards

Internationally recognized awards program comes to Ontario, 34 businesses certified.

**FOR IMMEDIATE RELEASE - Ottawa, Ontario – November 17, 2015** – The Share the Road Cycling Coalition (Share the Road) announced today the full list of recipients of Ontario's first Bicycle Friendly Business (BFB) awards.

Across the province, 34 businesses received award designations, with 8 businesses receiving Gold BFB Awards, 10 receiving Silver and 16 receiving Bronze. Highlights include **Gold** awards for **SoBi Hamilton, EcoSuperior in Thunder Bay, University of Ottawa and EnviroCentre in Ottawa, MEC Stores in Ottawa and Toronto, Top Drawer Creative and Steam Whistle Brewing in Toronto**. A full list of the award winners can be found at [www.sharetheroad.ca/business](http://www.sharetheroad.ca/business)

"Share the Road is excited to recognize businesses that are choosing to invest in cycling," said Jamie Stuckless, Executive Director of Share the Road. "We know from research that workplaces that promote cycling experience higher productivity and lower absenteeism, all while improving talent attraction and retention. In short – when a business bikes, the business benefits."

"Increasingly we're seeing the value of investing in cycling and creating a culture of active transportation in order to attract and retain talented professionals," said Stuckless. "Today we're acknowledging businesses that are doing just that. They're contributing to the vibrancy of their communities, both economically and culturally, and we're excited to recognize their efforts."

Share the Road received more than 50 applications in this pilot round of the BFB program, which was supported by The City of Hamilton, The City of Thunder Bay, EnviroCentre, BikeBrampton and Evergreen Canada's *We are Cities Community Innovation Grant*. Businesses are judged on their efforts across "The 4 Es" – Engineering, Encouragement, Education and Evaluation, to determine their award level.

"We are thrilled to be able to partner with communities all over Ontario to bring the Bicycle Friendly Business program to Ontario and recognize the great work being done by employers in this province to foster healthier, more active workplaces. We're excited to build on the success of the pilot phase and provide more businesses across the province an opportunity to evaluate their own progress and discover new ideas to make their workplace a great place for people who cycle" says Stuckless.

Stuckless emphasized that while it's important to recognize progress, no award level should be considered a final destination. "The BFB program is really about continuous improvement," said Stuckless. "That's why we provide every business that applied with feedback about priority next steps, and work with our local partners to identify ways that they can partner with businesses to fill some of the common gaps that were identified in the applications. We hope to see businesses continue to make improvements, to move up the ranks towards Platinum and Diamond awards, and to make their communities even better places for cycling."

More information about the BFB program can be found at [www.sharetheroad.ca/business](http://www.sharetheroad.ca/business)

## About the Bicycle Friendly Community Awards and Share the Road

The Bicycle Friendly Business (BFB) Program, an initiative of the Washington-based League of American Bicyclists, was launched in Ontario in 2015 by Share the Road. The program provides incentives, hands-on assistance and award-recognition for businesses that actively support bicycling. Businesses are judged in four categories often referred to as the Four "E's" of being bicycle friendly: Engineering, Encouragement, Education and Evaluation & Planning. A business must demonstrate achievements in each of the four categories in order to be considered for an award. **The Award categories are: Bronze, Silver, Gold, Platinum and Diamond.**

Share the Road is a provincial non-profit organization working to build a bicycle friendly Ontario. We work in partnership with municipal, provincial and federal governments, the business community, road safety organizations and other non-profits to:

- Enhance access for bicyclists on roads and trails
- Improve safety for all bicyclists
- Educate citizens on the value and importance of safe bicycling for healthy lifestyles and healthy communities.

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