

BEST eNews Update June 30



Some Bike Month Highlights | News and Events | Updates | Bicycle Valet Draw winner

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Did you know?

BEST is a registered Charity and donations are tax deductible.



Thanks for reading our newsletter.

Next Issue:

- The Living Streets Project
- Our Enthusiastic Volunteer Interns
- More Contest Winners
- Update on the Carjacked Book Launch
- More updates from events
- News from the world of sustainable transportation.

Look for the [Bicycle Valet](#) on Canada Day at Granville Island, North Vancouver Canada Day Celebrations, and at Lilith in West Vancouver.

Breakfast In the Rain

In spite of wet and cool weather, hundreds of sustainable transportation fans turned out to BEST's Clean Commuters Breakfast held on Clean Air Day, June 2nd.

Returning to the CBC Plaza after a hiatus of several years during construction of the new facility, the covered stage and the sheltered area adjacent to the building proved a blessing.

Close to 500 people turned out for a free breakfast of yoghurt, granola, juice, bagels, cream cheese, baked goods and coffee, enjoying speeches from Mayor Gregor Roberston and others, along with music, booths and some great prize giveaways.



Adrienne Carr,
BC Green Party

Thanks to our Sponsors and Partners



Leader helped serve hungry cyclists, walkers, and transit users under the shelter of the big tent, out of the rain.

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ICBC Curb the Carbon Program

BEST is excited to announce our inclusion in ICBC's new five month pilot **Curb the Carbon** program. Curb the Carbon is an employee program to reduce their carbon footprint by using sustainable transportation options. Launched on June 2, 2010—Clean Air Day, at the same time BEST was holding our Clean Commuters Breakfast—ICBC employees were invited to make a pledge to drive at least one fewer car trip per month. For each monthly pledge, ICBC will make a one dollar donation to an environmental charity. Employees can choose between [BEST](#), [Jack Bell Ride Share](#), or the [David Suzuki Foundation](#). The program will track employee participation and the total amount of carbon "curbed." Eventually ICBC will expand the employee pledge to include energy and waste reduction.

ICBC's launch event featured a "Kiddie Bike Race" with staffers mounting the tiny cycles, each team representing one of the three designated charities. In the end it was decided that 'everyone is a winner when saving the environment' and all three charities were awarded a \$300 prize.

As of June 9th, 494 pledges have been made, with 106 employees pledging to BEST.

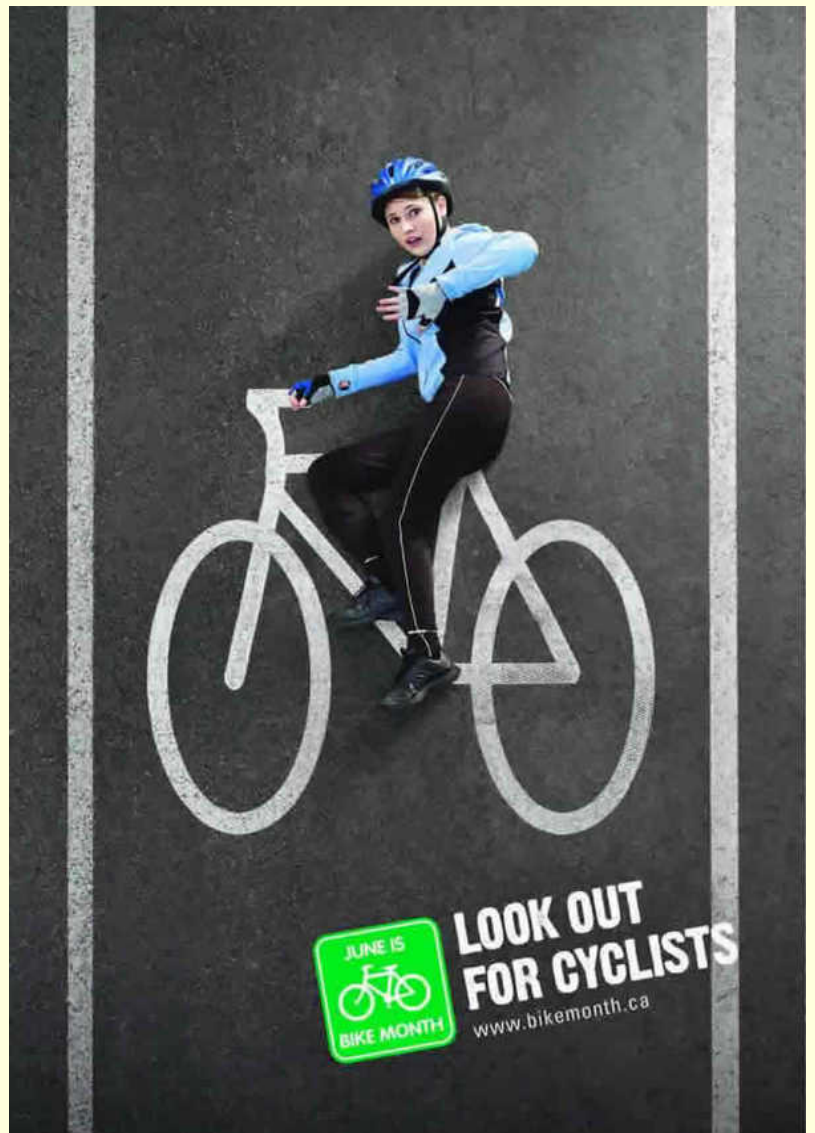
Congratulations ICBC and employees on helping to reduce green house gas emissions, and a big THANK YOU from BEST for selecting us as one of the participating charities.

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[BEST Bike Month](#) Safety Campaign Featured in Marketing Magazine

This year's Bike Month communications campaign featuring ads campaign designed by the kind folks at Grey Advertising was featured in [Marketing Magazine's online Marketer News](#) on June 16.

The transit shelter, bus, skytrain platform and online ads feature the theme: June is Bike Month: Lookout for cyclists with a striking yet lighthearted image of either a male or female cyclist raising an arm in defense against the background of a bike lane image on the street.



It was a cold and windy day when the ads were shot at the foot of Alberni St. near Stanley Park. Our model Michael Jogia spent a long time lying on the cold asphalt to get the shots set up properly.



And these fellows spent a rainy morning riding around at the start of the campaign wrapped in bubble-wrap to get the message across that cyclists are vulnerable, but shouldn't have to go to such lengths. Then they adjourned for breakfast.



So far, the response to the campaign has been excellent.

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First Bicycle Valet Contest Winner

Congratulations to Jeff Gullacher, the winner of the first Bicycle Valet Draw. Jeff won himself a Merino Wool cycling shirt and socks from Icebreaker, and a copy of Carjacked by Catherine Lutz and Anne Lutz Fernandez (**NB: Keep the evening of August 12th open for a BEST-sponsored book launch of this insightful examination of car culture, with the authors in attendance.**)

A promotional banner for "The Bicycle Valet Contest". The text on the left says "The Bicycle Valet Contest! 11 draws from June to October. Enter at Bicycle Valet Events or on line". In the center, there are icons of a blue cycling jersey, a pair of black socks, and a green book cover. To the right, it says "Prizes worth over \$150! Men's or Women's Pure Merino Wool Shirt and Socks Copy of Carjacked". On the far right is the Icebreaker logo, which consists of a stylized 'B' inside a circle, with the text "icebreaker PURE MERINO" below it.

[The Bicycle Valet draws](#) are being held every two weeks during the bicycle valet season. Contestants can enter by filling out their claim stubs and dropping them in the box when claiming bikes at bicycle valet events, or can enter online through the website.



The Bicycle Valet continues to grow and thrive. Thanks to a capital grant from the City of Vancouver and some design help from David Westwood of Emily Carr we have some nifty new lightweight and compact bicycle racks that can also double as fencing. Brilliant! The photo above shows the system at work at MEC's Bikefest, held on June 12th.

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Dunsmuir Separated Lanes Prove Popular

Mayor Gregor Robertson officially opened the new separated cycling lanes on Dunsmuir Street opened with a big celebration and Urban Bike Fair sponsored by the City of Vancouver.

Running from the Dunsmuir Viaduct to Hornby Street the lanes are the first stage of linking to the Burrard Bridge separated lanes, creating a dedicated bikeway through the downtown core.

The lanes are separated from traffic by concrete curbs augmented by planted flower boxes and bicycle parking, which, as the photo shows is becoming quite popular.



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