



Vica Bondurant
803-767-8097

vbondurant@charlottecentercity.org

Take a Joy Rides on World Bicycle Day
U.S. Bank is providing free 30-minute rides to get people on bikes + one lucky rider will receive an annual pass

What: World Bicycle Day

When: Thursday, June 3rd

Where: Along the Charlotte Rail Trail and throughout Center City

Charlotte City Center Partners, Charlotte Joy Rides and U.S. Bank are teaming up to celebrate World Bicycle Day tomorrow by offering free, 30-minute trips on Charlotte Joy Rides bicycles. According to the UN website, “World Bicycle Day draws attention to the benefits of using the bicycle — a simple, affordable, clean and environmentally fit sustainable means of transportation. The bicycle contributes to cleaner air and less congestion and makes education, health care and other social services more accessible to the most vulnerable populations. A sustainable transport system that promotes economic growth, reduces inequalities while bolstering the fight against climate change is critical to achieving the Sustainable Development Goals.”

“I am grateful that U.S. Bank is partnering with Charlotte Joy Rides for World Bicycle Day,” said Dianna Ward, executive director of Charlotte Joy Rides. “Cycling is fun and it’s a good way to easily add fitness into your routine. Charlotte Joy Rides is an extension of the public transportation system and is the least expensive (and most exciting) form of transportation. An annual pass is \$0.42 per day and a monthly pass is just \$1.60 per day. This partnership with U.S. banks allows people to try out the fun, e-assist bikes. We believe once you ride, you’ll be hooked and will add Charlotte Joy Rides into your daily routine.”

To unlock the free 30-minute ride, Joy Rides users will enter the code: **06032021** at checkout on the dock, through the website or on the Charlotte BCycle app. Here are a few tips:

- Riders are encouraged to wear a helmet
- Riders must have a credit card to use the system
- Codes are first come, first served – once the code limit has been reached, they will no longer be valid
- The code will only work for the first 30 minutes of a ride
- Riders must dock the bike and cannot leave the bike unattended
- Joy Rides are e-assist—that Charlotte heat and those hills won't stop you from Biking Happy!
- A picture is worth an annual pass! Take pictures of you and your friends riding a Joy Rides bike, tag us with the accounts and hashtags below and you'll be entered to win an annual pass to Charlotte Joy Rides
 - Accounts: @railtrailct @charlottejoyrides @usbank
 - Hashtags: #iheartrailtrail #railtrailct #communitypossible #usbank #cltjoyride #bikehappy

The I Heart Rail Trail initiative is a partnership among the Charlotte Rail Trail, Charlotte Center City Partners and U.S. Bank. The program will feature events large and small to activate the Rail Trail and enhance the experience of this 3.5-mile linear park. In addition to sponsoring the I Heart Rail Trail initiative, U.S. Bank in 2019 contributed \$1 million toward the planned construction of a pedestrian bridge that will connect the South End and Uptown portions of the Rail Trail.

The partnership between U.S. Bank and the Charlotte Rail Trail is part of U.S. Bank's Community Possible program. U.S. Bank's unified giving and engagement strategy Community Possible focuses on closing the gaps between people and possibility in the areas of Work, Home and Play. The bank believes the building blocks of all thriving communities where all things are possible include stable employment opportunities, a home to call your own, and a community connected through culture, arts, recreation, and play. Visit www.usbank.com/community for more information.