

# YOUR PATH TO MORE BUSINESS STARTS **HERE**



people**for**bikes

## Better Places**For**Bikes



Every dollar contributed by coalition members leverages \$587 in government investments to build better places for bikes.

### JOIN THE COALITION

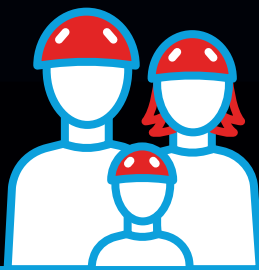
### PAY MEMBERSHIP DUES

## Strong Customer Connection

YOUR BRAND +



YOU CARE ABOUT THEIR RIDE



By linking your business to the PeopleForBikes logo, you show your customers you support the cause they care about most—better riding.



**MORE BIKE RIDING. MORE BUSINESS.**

# PeopleForBikes' Three-Part Strategy For Better Bicycling

## GREAT PLACESFORBIKES

Developing safe and appealing PlacesForBikes is more important than ever. We're working to build networks of protected bike lanes, multi-use paths, bike parks, safe routes to school, singletrack—every type of place that helps grow the activity.

## MORE GOVERNMENT INVESTMENT

**Federal:** Our D.C. team influences funding and policy decisions to ensure that bikes and the bike industry are supported by Congress.

**State + Local:** We monitor all 50 state legislatures to influence hundreds of proposed laws that could impact bicycling and the bike industry.

**Grasstops + Grassroots:** With more than 2,000 business members and 1.2 million individual supporters, we can quickly mobilize our network to advance the bike agenda.

## INSPIRING PROMOTION

We create three major awareness campaigns each year to get more people on bikes. Each campaign includes a toolkit for easy sharing for our supplier/retailer partners throughout the bike industry.

For more information on how PeopleForBikes leverages every bike industry dollar into better biking and better bike business, visit [peopleforbikes.org/coalition](https://peopleforbikes.org/coalition).



peopleforbikes