



PRESS RELEASE

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Date: April 11, 2022

SHASTA BIKE CHALLENGE SEEKS NEW TEAMS

SHASTA COUNTY – The Shasta Bike Month Workgroup is seeking new teams for a fun, friendly Bike Month Challenge to encourage more people to get out and ride bikes for recreation and transportation. To encourage new teams to join, Healthy Shasta is providing a team orientation training on Monday, April 18, 2022 from 12:00 pm – 1:00 pm online. The training will be ‘geared’ toward businesses and organizations, however social groups and families can participate too. Businesses and organizations can register for the training at www.shastabikechallenge.org.

The Shasta Bike Challenge runs from May 1-31 and uses an online platform. It offers big prizes and is a great incentive to encourage people to fill up their bike tires and go for a ride. The challenge can also help workplaces encourage their employees to live a healthy lifestyle by riding recreationally or riding their bike to work. “With gas prices being at their highest and more trails and bike lanes available, riding a bike is a compelling reason to ride for transportation and a great way to incorporate movement into your life,” says Anna Blasco with the Shasta Bike Challenge workgroup and Worksite Wellness Coordinator for Health and Human Services Agency, Public Health.

Participants can sign up for the challenge by visiting www.shastabikechallenge.org, and will be entered into a free drawing for local prizes each day they ride a bike. Prizes range from \$500 gift cards to local bike shops to gift cards to restaurants and bike merchandise generously donated by CBX Roofs, Members 1st Credit Union, local bike shops, and other local businesses. Each bike trip also counts toward a national bike challenge with additional larger prizes. Teams compete for recognition and prizes, and are awarded points for miles and days ridden, and for encouraging others to ride in the challenge. To qualify in this free challenge, bicycling can be for transportation or recreation, on streets or trails, and you can be an experienced cyclist, or brand new to the sport!

Other events and rides taking place to encourage people to go for a spin include (full details at shastabikechallenge.org):

Events

- April 21 – Get Ready to Ride event @ Chain Gang
- *April 28 – Bike Month Kickoff Party @ The Park- bike giveaway
- *May 20- Asphalt Cowboys Pancake Breakfast in downtown Redding, free ticket for riding!
- *May 22 – Shasta Rock Club Celebrate the Outdoors Party- bike raffle

- *June 3 -Bike Month & Bigfoot Challenge Celebration @ Caldwell Park
- * Free Valet Bike Parking

Rides:

- May 4- Bike to School Day
- May 5-Bike About Shasta – to Old Shasta
- May 6- Bike About Shasta-First Fridays and ride with Chain Gang
- May 14 -Bike About Shasta with Shasta Historical Society
- May 16- Ride of Silence with Shasta Wheelmen
- And more!

To sign up for the Shasta Bike Challenge and learn more about these and many more great bicycle activities visit www.shastabikechallenge.org.

Shasta Bike Month & Challenge is supported by: Caltrans District 2, CBX Roofs, Chain Gang Bike Shop, Enjoy Magazine, Healthy Shasta, Jefferson State Adventure Hub, Members 1st Credit Union, Pedego Redding, Redding Area Bus Authority (RABA), Redding Parks and Trails Foundation, Shasta Eye Care Professionals, Shasta Living Streets, Shasta Regional Transportation Agency, Shasta Wheelmen, Sports LTD, The Bike Shop, Trails & Bikeways Council of Greater Redding, Shasta County HHSA- Public Health, Shasta Rock Club and others who support bicycling.

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