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PRESS RELEASE
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The League of American Bicyclists Announces Peckham & Wright Architects, Inc. as a Silver Fall 2010 Bicycle Friendly Business

Washington, DC - September 23, 2010 – The League of American Bicyclists is proud to announce Peckham & Wright Architects, Inc. (PWA) as a Silver Bicycle Friendly Business (BFB), in an impressive group of 63 new BFBs. The official announcement was made at Interbike in Las Vegas on September 23 during the International Mountain Biking Association (IMBA) Industry Breakfast. The announcement, the fifth time BFB winners have been named since the program's inception in 2008, marks the ongoing success of the program and continued momentum amongst businesses to provide a more bike-friendly environment. "The League is especially excited to recognize PWA as a 2010 Fall BFB winner at the Interbike Trade Show. PWA, is making simple changes to their transportation policies to encourage biking to work. They are setting a community-wide example," said Andy Clarke, League President.



Businesses that apply for the award are contributing to a more bicycle-friendly lifestyle for their employees. The PWA serves as an example for best practices and innovations in bicycle friendliness at the workplace. PWA makes bicycling an easy option for transportation and provides amenities such as shower facilities and a changing area, and incentives such as storage inside the office for bikes and gear.

"This Bicycle Friendly Business is making a difference for employees, customers, and communities," said Bill Nesper, Director of the Bicycle Friendly America Program. "PWA promotes bicycling as a viable form of transportation and gives their employees choices and options that make biking to work easy and fun."

There are a lot of very simple, effective and creative ways that companies are finding to get people back on their bikes, and the League is proud to recognize the efforts of working America to make our nation a more bike-friendly place. Companies across the country are realizing that getting their employees biking – either to or from work, in course of work, or even in their own time – is good for business. When bicycling is infused in a company's culture, great things happen: reduced health care costs; more productive employees; improved worker and customer satisfaction; smaller carbon footprint; and increased corporate social responsibility.

Applying for BFB recognition is easy and free. Applicants receive technical assistance from the League staff as well as tools to evaluate and assess their bicycle friendliness through the application process. The BFB application is available online at www.bicyclefriendlybusiness.org.

The Bicycle Friendly Community and Bicycle Friendly Business programs are generously supported by program partners Bikes Belong and Trek Bicycle's One World, Two Wheels Campaign.

The League of American Bicyclists promotes bicycling for fun, fitness and transportation, and works through advocacy and education for a bicycle-friendly America. The League represents the interests of America's 57 million bicyclists, including its 300,000 members and affiliates. For more information or to support the League, visit www.bikeleague.org.

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