



NEWS

May 11, 2001

MEDIA ADVISORY

Gas-Saving Alternative

MAYOR RIORDAN LEADS THE WAY

FOR BIKE TO WORK WEEK ACTIVITIES MAY 14-20

WHAT: Mayor Richard Riordan, celebrities such as actor Ed Begley Jr., and thousands of Southland workers will participate in a variety of events the week of May 14 to mark Bike to Work Week:

11 a.m. Monday, May 14, 2001

Mayor Richard Riordan, MTA and other officials will hold a groundbreaking for a new \$2 million bike bridge to span the Los Angeles River in the Los Feliz area. The bridge, funded jointly by MTA and the City of Los Angeles, will be named after long-time cycling enthusiast Alex Baum who has fought for more bikeways in the city and region for more than 25 years. Baum will be on hand for interviews.

WHERE: Los Angeles River and Los Feliz
(North side of the bike path)
Atwater, Los Angeles MAP TG: 564 C-1

WHO: Richard Riordan, Los Angeles City Mayor
Zev Yaroslavsky, L.A. County Supervisor and MTA Board member
James de la Loza, MTA Executive Office Countywide Planning & Development
Carole Inge, MTA Executive Office Countywide Planning and Development
Francis Banerjee, Los Angeles Department of Transportation
Alex Baum, Chairman City of Los Angeles Bicycle Advisory Committee
Tom LaBonge, Department of Power and Water

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THURSDAY, MAY 17 MORNING COMMUTE HOURS

On Bike to Work Day, tag along with MTA employees as they cycle to work from Culver City to downtown Los Angeles. The MTA, a co-sponsor of Bike to Work Week, will have a pit stop for its employees who bicycle to work that day at its Gateway headquarters garden to Westside entrance of building, One Gateway Plaza, corner of César Chávez and Vignes. Many other companies also are participating that day. See attached list of event coordinators and phone numbers. The media is encouraged to assign reporters to ride to work. Free Bike to Work t-shirts for press are available by calling MTA Media Relations at (213) 922-3087 MTA is offering free rides to bicyclists with helmets on Metro Buses and Metro Rail trains this day.

Culver City MTA Group:

7:30 a.m. at Venice Blvd. and Robertson Blvd. (Starbucks)

Route: Along Venice Blvd. until downtown L.A.

SATURDAY, MAY 19, 8 a.m.

Mayor Richard Riordan will lead a 20-mile community bike ride beginning at 8 a.m. The ride will be approximately 20 miles long with a rest stop at the 10-mile mark in the surrounding community of Los Feliz. Parking and the start/finish area will be the ABC TV Center. Registration begins at 6:30 a.m. and the ride begins at 8 a.m. sharp

ABC TV Center
4151 Prospect Ave., Los Feliz
Los Angeles

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Bike to Work Day...

SUNDAY, MAY 20

Join actors Ed Begley Jr., Joe Spano ("Hill Street Blues"), Alexandra Paul ("Baywatch") and an expected 2,000 other bicyclists on the first annual Los Angeles River Ride, sponsored by the Los Angeles County Bicycle Coalition. The ride will begin from the Autry Museum of Western Heritage, 4700 Western Heritage Way in Griffith Park. NOTE: Various short and long rides for families and as well as serious cyclists will be available in different categories: 2K for younger cyclist and beginner cyclist. All ages from 2 years old and up; 40K Great ride for families and intermediate cyclist who will ride along the LA River Center and Gardens and back to the Museum. 100K This ride will go from the Museum to downtown Long Beach Bike Station and back to the starting point along the L.A. River. The MTA will provide free rides for cyclists choosing to ride back to Union Station. All event participants are required to wear bicycle helmets that are ANSI or Snell approved. The Los Angeles River is not a race.

Note to Editors:

Call the MTA Bike to Work Day hotline at (213) 922-2660 or check out the MTA web site at www.mta.net (top left hand column) for more information on free Metro Rides for bicyclists May 17, and MTA's funding for bikeways and other bike programs in Los Angeles County.

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