



Los Angeles County  
Metropolitan Transportation Authority

July 28, 2017

# Metro News

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FOR IMMEDIATE RELEASE



## Media Advisory/Photo Opportunity

### L.A. Metro to Officially Launch New Bike Sharing System in Port of Los Angeles

**WHAT:** Officials from the Los Angeles County Metropolitan Transportation Authority (Metro), the City of Los Angeles and Bicycle Transit Systems, Inc. will officially launch Metro's innovative Bike Sharing system atr on Friday, July 14, 2017. Up to 375 bicycles and approximately 30 bike share stations will be provided throughout the Pasadena area for the first time, giving residents and visitors new active transportation options for short-distance bicycle trips to key Pasadena destinations and transit stations. Bike share stations will be available in Old Pasadena, the Rose Bowl, Paseo Colorado, Pasadena City College, Caltech, City Hall, the Pasadena Convention Center, shopping and restaurants on South Lake Avenue and many other locations. The celebratory event will be open to the public and will include live music, light refreshments and vendors.

**WHEN:** **Friday, July 14, 2017**

9 a.m. Celebration Start  
**10 a.m. Press Conference**  
10:30 a.m. Pasadena City Hall Bike Share Station Ribbon-Cutting  
10:35 a.m. Bike Ride around Pasadena City Hall  
10:45 a.m. Volunteer riders depart to designated Pasadena bike share stations

**WHERE:** Centennial Square, Pasadena City Hall\*\*  
100 N. Garfield Avenue  
Pasadena, CA 91101

\*\*Media parking available located on Garfield Avenue

**WHO:** Jacquelyn Dupont-Walker, Metro Board Member  
John Fasana, Metro Board Member, Mayor Pro Tem, City of Duarte  
Terry Tornek, City of Pasadena Mayor  
Therese McMillan, Chief Planning Officer, Metro  
Allison Cohen, CEO, Bicycle Transit Systems, Inc.

**VISUALS:** As part of the launch event, officials will conduct a station ribbon cutting, break through a street banner and ride a short distance around Pasadena City Hall. Metro's vendor will later utilize volunteers to transport approximately 200 bicycles to their designated bike share stations.