



Metro

News

Los Angeles County
Metropolitan Transportation Authority

July 13, 2017

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FOR IMMEDIATE RELEASE

Media Advisory/Photo Opportunity

L.A. Metro to Officially Launch New Bike Sharing System in Pasadena

WHAT: Officials from the Los Angeles County Metropolitan Transportation Authority (Metro), the City of Pasadena and Bicycle Transit Systems, Inc. will officially launch Metro's innovative Bike Sharing system in Pasadena 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.