



Los Angeles County
Metropolitan Transportation Authority

September 6, 2017

Metro News

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FOR IMMEDIATE RELEASE



Media Advisory/Photo Opportunity

L.A. Metro, City of Los Angeles to Officially Launch New Bike Sharing System in Venice

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 in Venice on Thursday, September 7, 2017. Up to 165 bicycles and 15 bike share stations will be provided throughout the Venice area, giving residents and visitors new choices for short-distance bicycle trips to key Venice destinations. The celebratory event will be open to the public and will include live music, light refreshments and vendors.

WHEN: **Thursday, September 7, 2017**

9 a.m. Celebration Start

10 a.m. Press Conference

10:30 a.m. Officials, bicyclists break through banner

10:40 a.m. Group ride along Venice Beach Bike Path for station ribbon-cutting at Oceanfront Walk and Navy Street.

WHERE: Windward Plaza**
1601 Oceanfront Walk
Venice, CA 90291

**Media parking available on LAPD Pacific Division Office. Enter off 17th Street

** Media parking for station ribbon-cutting at Navy Street/Oceanfront Walk parking lot. Enter off Rose Avenue

WHO: Jacquelyn Dupont-Walker, Metro Board Member
Mike Bonin, L.A. City Council Member, Metro Board Member
Stephanie Wiggins, Metro Deputy CEO
Seleta Reynolds, General Manager, Los Angeles Department of Transportation
Allison Cohen, CEO, Bicycle Transit Systems, Inc.

VISUALS: More than 100 Metro Bikes will be lined up at the press conference site. As part of the launch event, officials and a large group of bicycle riders will conduct a banner breakthrough. They will then ride to Oceanfront Walk and Navy Street one mile away to conduct a ribbon cutting ceremony at the new bike share station.