



***\*\*Please do not distribute / announce your award until Thursday, May 2, at 9 a.m. ET.\*\****

### **Congratulations on your [Bicycle Friendly Business](#) award!**

This award packet serves as a plug-and-play tool for you to promote your award to your industry peers and local community. Here you'll find suggested newsletter language, blog posts, social media posts, and language for your business's website. We've also included free-to-use logos and information on how to order additional BFB materials such as certificates and signs.

*If you have any questions or feedback about this announcement packet, please contact [communications@bikeleague.org](mailto:communications@bikeleague.org). Again, congratulations!*

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### **NATIONAL ANNOUNCEMENT LINKS FROM THE LEAGUE**

*In addition to adding your business to our [BFA Awards Database](#) and [Connect Locally](#) Maps, the League promotes all BFB awards through a number of national channels, outlined below.*

*We encourage you to follow and share these national-level announcements to increase visibility and to support your own local/industry-wide announcements using the various templates below!*

- **Press release on our blog:**  
<https://bikeleague.org/content/83-new-and-renewing-bicycle-friendly-businesses-help-build-more-bicycle-friendly-america>
- Press release sent to National Media (*link will be added on Thursday, May 2*)
- National e-newsletter announcement, sent to over 140K League members and subscribers (*link will be added on Thursday, May 2*)
- **Social media:** (Follow, share, and tag us in your announcements!)
  - **Twitter:** <https://twitter.com/BikeLeague>  
#BicycleFriendly #BikesMeanBusiness @BikeLeague

- **Facebook:** <https://www.facebook.com/leagueamericanbicyclists>  
#BicycleFriendly #BikesMeanBusiness @leagueamericanbicyclists
- **Instagram:** <https://www.instagram.com/bikeleague>  
#BicycleFriendly #BikesMeanBusiness @BikeLeague
- **LinkedIn:** <https://www.linkedin.com/company/league-of-american-bicyclists>  
#BicycleFriendly #BikesMeanBusiness

## PRESS RELEASE TEMPLATE

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### **[Your Business] named a [Insert Award Level] Bicycle Friendly Business by the League of American Bicyclists** **[Insert a short but business-specific subtitle]**

Today, the League of American Bicyclists recognized [Business Name] with a [award level] Bicycle Friendly Business (BFB) award, earning it a place alongside 1,266 bike-forward businesses across the country in a commitment to building a more Bicycle Friendly America.

With the announcement of 83 new and renewing BFBs during National Bike Month, [Business Name] joins local businesses, government agencies, and Fortune 500 companies in all 50 states and Washington, DC, in transforming the American workplace to be more welcoming to customers and employees who bike.

“With each new round of Bicycle Friendly Business awards, we see the movement to create a more Bicycle Friendly America for everyone growing. Forward-thinking organizations like [Business Name] are seeing the benefits of encouraging biking, whether it’s happier employees, lower health care costs, or reaching new customers,” says Executive Director Bill Nesper of the League of American Bicyclists.

[Insert example of how being bike friendly has been good for your business or the community]. [Business Name] encourages bicycling as an easy option for transportation and provides amenities such as [insert info here] and incentives such as [insert info/example here].

[Insert quote from your business’s spokesperson here]

Moving forward, [Business Name] will have access to a variety of tools and technical assistance from the League to become even more bicycle-friendly. When employees bike, great things happen: [list a few examples, i.e. decreased carbon footprint, reduced healthcare costs, connected to community, a fun and healthy work culture].

To learn more about the BFB program, or to apply, visit the League online at [www.bikeleague.org/business](http://www.bikeleague.org/business).

## **About the Bicycle Friendly America Program**

To learn more about building a Bicycle Friendly America, including the Bicycle Friendly Community<sup>SM</sup> (BFC<sup>SM</sup>), Bicycle Friendly State<sup>SM</sup> (BFS<sup>SM</sup>), Bicycle Friendly Business<sup>SM</sup> (BFB<sup>SM</sup>), and Bicycle Friendly University<sup>SM</sup> (BFU<sup>SM</sup>) programs, visit [www.bikeleague.org/BFA](http://www.bikeleague.org/BFA).

*The League of American Bicyclists leads the national movement to create a Bicycle Friendly America for everyone. With a history dating to 1880, the League is committed to engaging diverse communities and building a powerful, unified voice for change around protecting and promoting bicyclists' rights. Learn more at [www.bikeleague.org](http://www.bikeleague.org).*

# # #

## **BLOG POST AND/OR NEWSLETTER LANGUAGE**

[**Business Name**] has earned recognition as a [**award level**] Bicycle Friendly Business from the League of American Bicyclists!

We've joined the movement of nearly 1,300 local businesses, government agencies, and Fortune 500 companies across the United States in transforming the American workplace to be more welcoming to our customers and employees who bike.

“With each new round of Bicycle Friendly Business awards, we see the movement to create a more Bicycle Friendly America for everyone growing. Forward-thinking organizations like [**Business Name**] are seeing the benefits of encouraging biking, whether it's happier employees, lower health care costs, or reaching new customers,” says Executive Director Bill Nesper of the League of American Bicyclists.

Learn more about the League's Bicycle Friendly Business program at [bikeleague.org/business](http://bikeleague.org/business). If you have feedback on how we can be even more welcoming to people who bike, don't hesitate to let us know.

*Bicycle Friendly Business is a Service Mark of the League of American Bicyclists; used with permission.*

# # #

## **SOCIAL MEDIA POSTS**

Use the shareable [social media images](#) below to add some color to your posts! Don't forget to tag the League's social media accounts (**@BikeLeague on [Twitter](#) and [Instagram](#); @leagueamericanbicyclists on [Facebook](#); and League of American Bicyclists on [LinkedIn](#)**) and use the related hashtags so that we see your posts and can easily share them with our followers!

[Business Name] is now a @bikeleague certified [award level] Bicycle Friendly Business! Learn more about how #BikesMeanBusiness at [bikeleague.org/business](http://bikeleague.org/business)

Bikes mean business! [Business Name] is now a [award level] Bicycle Friendly Business, certified by @bikeleague, for our efforts to create a more Bicycle Friendly America. Learn more: [bikeleague.org/business](http://bikeleague.org/business)

[Business Name] has joined 1,266 businesses as the newest [award level] Bicycle Friendly Business! Learn more from @bikeleague about how #BikesMeanBusiness: [bikeleague.org/business](http://bikeleague.org/business)

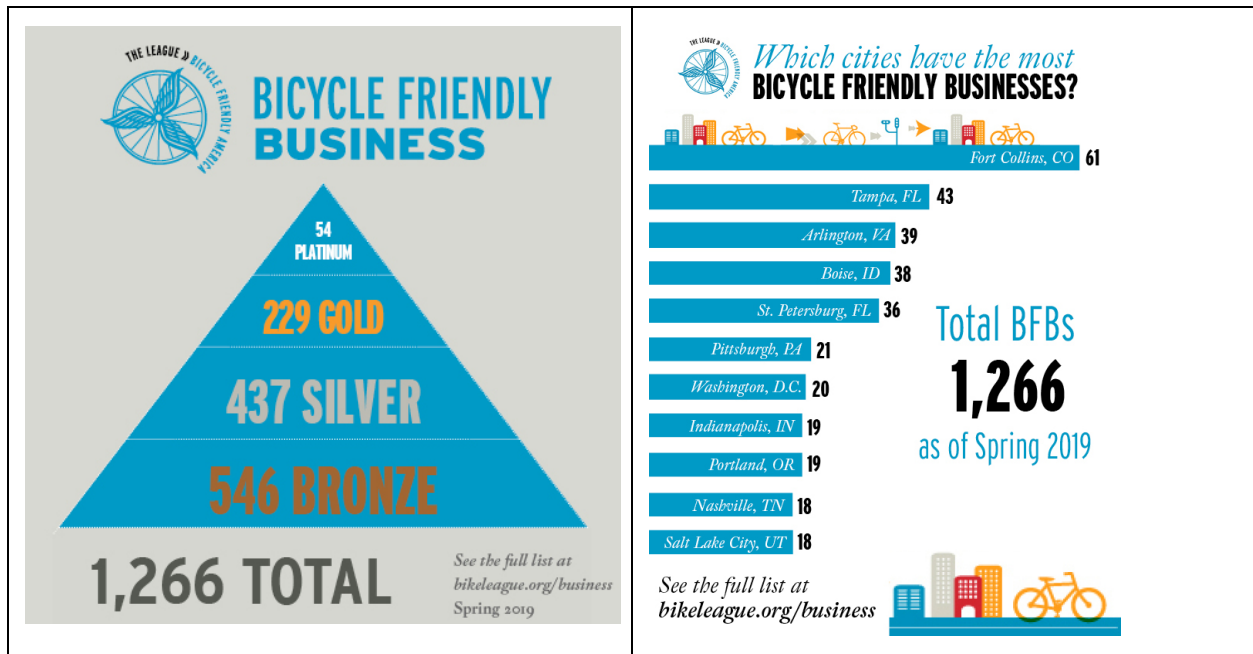
Happy National #BikeMonth [#BiketoWorkWeek/#BiketoWorkDay]! We are celebrating with a new Bicycle Friendly Business award from @bikeleague. We're proud to join the movement creating a more Bicycle Friendly America for everyone.

# # #

## SOCIAL MEDIA IMAGES

Use these images on your business's Facebook, Twitter or Instagram account! Don't forget to tag @BikeLeague!

[Download the full-size image files here.](#)





**Link to download Spring 2019 images:**

<https://drive.google.com/drive/folders/1a6TTRZcQPb25eG3rDRSckVoD1G6O-VZ1?usp=sharing>

###

## **LOGOS AND BRANDING IDENTITY**

**[Download the Bicycle Friendly Business logo](#)**, available in various colors and formats (JPG, EPS). **[See our branding guidelines](#)** for using the Bicycle Friendly Business logo correctly with your logo or on other promotional materials.

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## **COMPANY WEBSITE LANGUAGE**

*Promote your BFB status on your company website! The Bicycle Friendly Business designation can be included on an awards & recognition webpage, Corporate Social*

*Responsibility page or report, employee benefits page, and much more, to promote your company's values and showcase the investments you've made to support bicycling.*

***The email you received from the League included a link to download your specific award seal images, and below you'll find sample language and examples of how the award has been promoted on existing BFBs' websites.***

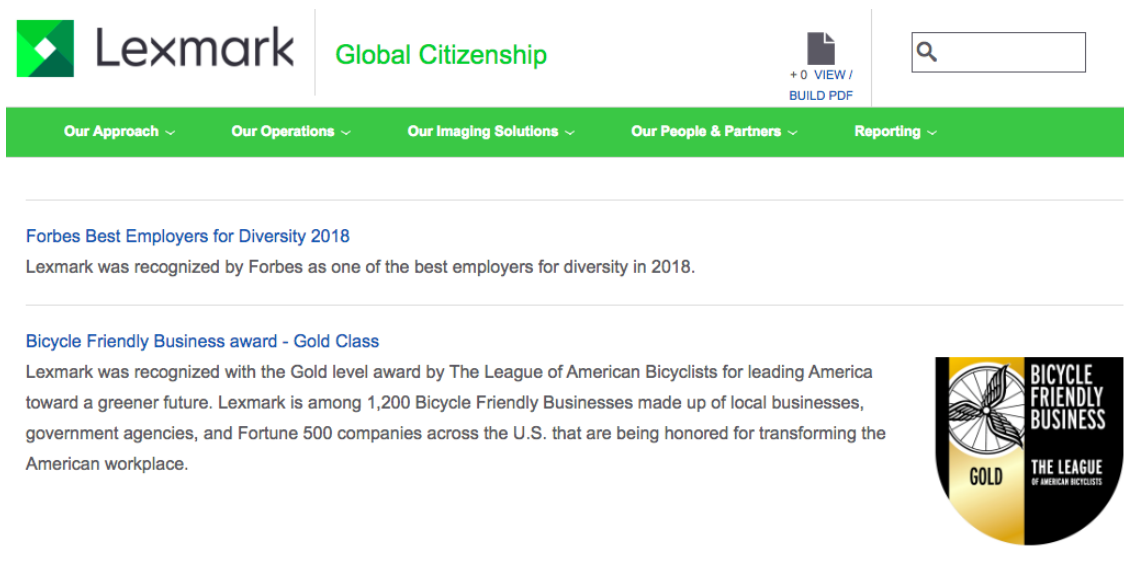
***\*\*Reminder: Please do not announce your award until Thursday, May 2.\*\****

### **Recommended language:**

[Business Name] was recognized with a [award level]-level Bicycle Friendly Business award by the League of American Bicyclists in 2019. Learn more: [Link to larger announcement on your blog, or link to League's announcement]

[Business Name] is proud to be recognized as a [award level]-level Bicycle Friendly Business by the League of American Bicyclists. Learn more: [Link to larger announcement on your blog, or link to League's announcement]

### **Examples:**



The screenshot shows the Lexmark website's CSR page. The header includes the Lexmark logo, the text "Global Citizenship", and a search bar. A green navigation bar contains links for "Our Approach", "Our Operations", "Our Imaging Solutions", "Our People & Partners", and "Reporting". The main content area features two award announcements:

- Forbes Best Employers for Diversity 2018**: Lexmark was recognized by Forbes as one of the best employers for diversity in 2018.
- Bicycle Friendly Business award - Gold Class**: Lexmark was recognized with the Gold level award by The League of American Bicyclists for leading America toward a greener future. Lexmark is among 1,200 Bicycle Friendly Businesses made up of local businesses, government agencies, and Fortune 500 companies across the U.S. that are being honored for transforming the American workplace.

To the right of the second announcement is the "Bicycle Friendly Business Gold" award seal logo, which features a bicycle wheel and the text "BICYCLE FRIENDLY BUSINESS" and "THE LEAGUE OF AMERICAN BICYCLISTS".

Lexmark International (Lexington, KY)

<https://csr.lexmark.com/csr-awards-recognition.php>



## SILVER LEVEL BICYCLE FRIENDLY BUSINESS AWARD

Superior Linen Service one of the first awarded in Oklahoma.

TULSA, OK (February 2016) – The League of American Bicyclists recognized Superior Linen Service with a Silver Bicycle Friendly Business (BFBSM) award, joining more than 1,100 visionary businesses from across the country and only three in Oklahoma.

With the announcement of 73 new and renewing BFBs today, Superior Linen Service joins a cutting-edge group of 1,132 local businesses, government agencies and Fortune 500 companies in 49 states and Washington, D.C., that are transforming the American workplace.



### Service Area



### Contact

Address  
6959 East 12th Street  
Tulsa, OK 74112

Phone  
918.835.3777  
800.749.9040

Fax  
918.834.1504

### Superior Linen (Tulsa, OK)

<http://www.superlinen.com/pages/bicycle-friendly-business>

*We'd love to share your example here, too!*

*Please email [bfa@bikeleague.org](mailto:bfa@bikeleague.org) to let us know when your website has been updated.*

# # #

## BIKELEAGUE.ORG AWARDS MAP & CONNECT LOCALLY MAP

On the day of the public announcement, your business will be added to the online [Bicycle Friendly America Award Database](#) and [Connect Locally Map](#) at bikeleague.org.

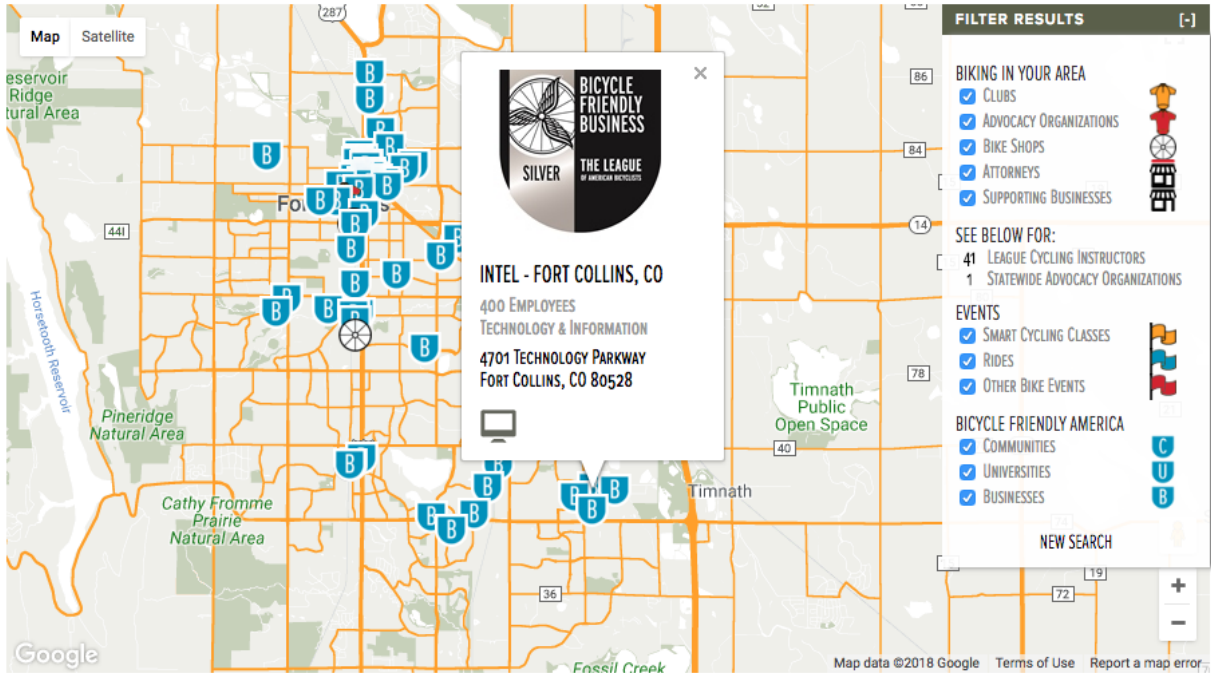
Enter your zipcode at <http://bikeleague.org/bfa/search/map?bfaq=> to find your business and all other local BFBs, bike shops, rides, classes, events, LCIs, local bike advocacy organizations, bike clubs, and other local biking resources. **If your business is missing after noon on the day of the announcement, please send us an email at [bfa@bikeleague.org](mailto:bfa@bikeleague.org) so that we can correct our database (the system can be a little picky about addresses).**

Every BFB also has a customized link on the map, if you'd like to share that link out to promote your BFB status. To find your map, navigate to your state and then your business on the [BFA Award Database](#) and click "**map it**" next to your business.

*For example:*

<https://bikeleague.org/bfa/search/map?bfaq=80528&centroid=0011600001vaSikAAE>

80528



# # #

## BFB PROMOTIONAL MATERIALS

Show off your status as a Bicycle Friendly Business by ordering BFB Award signs or window decals, along with League apparel, [bike pins](#), and educational materials for customers and employees like the [Smart Cycling Quick Guide](#) (you can even order customized versions with your company logo!)

Every awardee will receive two complimentary sticker decals displaying their award level, along with their award certificate and official letter, in the coming weeks.

[Order additional materials here!](#)

**BFB Store preview:**



### Bicycle Friendly Business Window Decal



2.5"x2.5" decal sticker for glass windows or doors with image of Bronze-Platinum Award Seal. *(Please specify award level in Notes field during check-out)*

**Note** all awardees will receive two free sticker decals in the mail with their award letter.

### Bicycle Friendly Business Sign - Large



18"x18" metal street sign for current BFB awardees, great for corporate campuses. Please note that the sign does not display the award level or color.

### Bicycle Friendly Business Sign - Small



12"x12" metal sign for current BFB awardees, great for bike parking areas or building entrances. Please note that the sign does not display the award level or color.

### Bicycle Friendly Business Award Certificate Duplicates



Duplicate paper award certificate for current BFB awardees.

**Note** all awardees will receive one free certificate in the mail with their award letter.

[Visit the online BFB store!](#)

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## EDUCATIONAL MATERIALS



Learn more about ordering Smart Cycling Quick Guides, ABC Quick Check bookmarks, and other educational materials at: [bikeleague.org/smartcyclingresources](http://bikeleague.org/smartcyclingresources).

[Learn about customizing your Quick Guides to include your company's name and logo.](#)

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## NATIONAL BIKE MONTH RESOURCES

May is National Bike Month! If you're looking for more ways to celebrate Bike Month and Bike to Work Day (**Friday, May 17, 2019**), please see our online resources for Bike Month at [bikeleague.org/bikemonth](http://bikeleague.org/bikemonth) and [bikeleague.org/BikeMonthGuide](http://bikeleague.org/BikeMonthGuide).

You can also [download promotional images for Bike Month here!](#)



# # #

*Have suggestions about how to improve this  
Bicycle Friendly Business announcement packet?*

***We'd love to hear from you! Please email [bfa@bikeleague.org](mailto:bfa@bikeleague.org).***