



News Release

RELEASE DATE: November 30, 2009
CONTACT: Kaki Chen, Transportation Planner
PHONE: 831-775-4413
E-MAIL: kaki@tamcmonterey.org

Make a positive change

Sponsor the 16th Annual Monterey County Bike Week

Help support bicycling as a healthy transportation alternative in Monterey County by sponsoring the 2010 Monterey County Bike Week. The Transportation Agency for Monterey County is seeking sponsors for the 16th Annual Monterey County Bike Week, a weeklong series of events promoting bicycling as a healthy transportation alternative that reduces traffic and air pollution, enhances environmental quality and improves health and quality of life. Sponsors of this event will be making a positive investment for the community.

This state and nationwide event will take place May 10 –16, 2010 in Monterey County, where over 5,000 commuters are expected to put their feet to the bike pedal. A variety of sponsorship opportunities are available, and the different options offer a great level of exposure for an organization. Sponsors receive name recognition through a variety of communication channels in the publicity campaign. Donors' names and/or logos will be placed in brochures, on posters, T-shirts and the bike week website. Bike Week sponsors will also appear in print media, radio and TV advertisement. Most importantly, sponsors have the opportunity to reach many audiences at once since the event continues to grow, and participation has increased by 75% in the past two years.

In addition to the traditional cash, goods and services donation, one can contribute towards this event by becoming a Bike Week site coordinator and organizing an event



News Release

at a school or business. This is a great opportunity to become more involved and active in our community.

The Transportation Agency invites you to partner with us for the 2010 Bike Week event. **Please take advantage of this sponsorship opportunity and sign up online at <http://www.tamcmonterey.org>.** Should you have any questions, please contact Kaki Chen at (831) 775-0903.

###

The Transportation Agency for Monterey County (TAMC) is responsible for investing in regional transportation projects for Monterey County residents, businesses and visitors. The mission of TAMC is to develop and maintain a multimodal transportation system that enhances mobility, safety, access, environment quality and economic activities in Monterey County. For more information visit www.tamcmonterey.org or call 831.775.0903.