

\*\*\*\*\* **Press Release** \*\*\*\*\*

WHAT: Merrimack Valley TMA Celebrates Bike to Work Week 2011 / MassCommuter Challenge

WHO: Merrimack Valley Transportation Management Association, in conjunction with MassCommute and participating member companies including: Brickstone Properties, Brown & Caldwell, Draeger Medical, Eisai Research Institute, Emmaus, Inc., Enel Green Power or North America, Enterasys Networks, Hewlett-Packard, Microsoft, Nexamp, Philips, Polycom, Putnam Investments, RCG/East Mill, Smith & Nephew, and Vicor Corporation.

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SUBJECT: **Bike to Work 2011: Merrimack Valley Transportation Management Association Member Philips Takes 1<sup>st</sup> & Enterasys Takes 3<sup>rd</sup> Place in the MassCommuter Challenge**

May is National Bike to Work Month. To promote biking as a healthy, clean, quiet, efficient means of getting to and from work, the Merrimack Valley Transportation Management Association (MVTMA) in conjunction with MassCommute and participating member companies sponsored the Bike to Work Week 2011 / MassCommuter Challenge held from Monday, May 16 – Friday, May 20, 2011.

Close to 3500 people participated in this year's MassCommuter Challenge. MVTMA member company Philips (located at 3000 and 200 Minuteman Road in Andover) won 1st prize in the MassCommuter Challenge for their category – businesses with 1500 to 3000 employees and Enterasys Networks won 3rd prize in the new category – Highest Average Commuting Mileage Per Team. **The MVTMA would like to congratulate both Enterasys Networks and Philips who received awards!**

The MVTMA held Bike to Work check-in breakfast events at major worksite locations in the MVTMA's service area during Bike to Work Week 2011. MVTMA staff greeted riders at each location, provided them with a light breakfast and a free t-shirt. **This year's events were held at the following locations:**

- May 16: Dascomb Road Area Event at Vicor, 25 Frontage Road, Andover, 7:00 a.m. to 9:00 a.m.
- May 17: Shattuck Road Area Event at Putnam Investments, 7 Shattuck Road, Andover, 7:00 a.m. to 9:00 a.m.
- May 18: Minuteman Road Area Event at Philips, 1776 Drive Gate, Andover, 6:30 a.m. to 9:30 a.m.
- May 19: High Street Area Event at RCG/East Mill, 21 High Street, North Andover, 7:30 a.m. to 9:00 a.m.
- May 19: Emmaus, Inc., (2nd Breakfast) 41 Welcome Street, (Green Building), Haverhill, MA 10:00 a.m.—11:30 a.m.
- May 20: Federal Street Area Event at Vicor, 400 Federal Street, Andover, 7:00 a.m. to 9:00 a.m.

Over 100 MVTMA member employees participated in this year's events with approximately 5,099 miles pledged during the MVTMA's Bike to Work week. Considering an average automobile fuel economy of 25 miles per gallon, cyclists saved approximately 204 gallons of gasoline, and just over \$785 in fuel costs (\$3.85 average cost per gallon) during Bike to Work Week.

"Even though the weather did not cooperate, the die-hard cyclists were excited to participate in this year's Bike to Work Week," said Andrea Leary, Executive Director of the MVTMA. "A record number of employees participated. We hope that participants recognize the health/wellness, economical, and environmental benefits associated with cycling to/from work/home. Congratulations to our member companies Philips and Enterasys Networks for receiving awards in two categories." To entice employees to continue an active commute, the MVTMA offers multiple incentive programs that reward cyclists with gift cards for biking to/from work/home – the more the employees bike to work, the greater the amount of their reward.

Employees who participated in the MVTMA's Bike to Work are entered in a raffle for great prizes including: bike pumps, CO2 pumps, micro lights, stem bags, trail tools, gift certificates, and bike water bottles. Over 30 prizes were donated from local sponsors and awarded at the Bike to Work Bash BBQ celebration on Thursday, June 2nd, from 11:30 a.m. to 1:00 p.m. at the Fountain Plaza (Back Patio), 200 Minuteman Road, Andover. Andover Town Manager Reginald "Buzz" Stapczynski welcomed guests to the celebration and experts from a variety of local organizations sponsored the event. "A special thanks to all the MVTMA member companies and employees for all their support and efforts during Bike to Work Week and their ongoing commitment to alternative commuting to/from work/home throughout the year," said Andrea Leary, Executive Director of the MVTMA.

Remember to sign-up for the Emmaus/Cycle for Shelter Ride on Sunday, July 24, 2011. MVTMA participants can register for the Emmaus/Cycle for Shelter at the Early-Bird Rate using Promo Code Cycle23 - go to [www.merrimackvalleytma.com](http://www.merrimackvalleytma.com), click on the Emmaus icon to register.



If your company is a member of the MVTMA all services are free to MVTMA member employees. More information is available at [www.merrimackvalleytma.com](http://www.merrimackvalleytma.com), [commute@merrimackvalleytma.com](mailto:commute@merrimackvalleytma.com), or 603-702-2156.

**About the Merrimack Valley TMA**

The Merrimack Valley TMA is a non-profit organization of 85 businesses, employers, property owners, developers, institutions, organizations, and municipalities employing more than 10,000 commuters who are working together to address employee transportation issues in the Merrimack Valley communities of Andover, Haverhill, Lawrence, Methuen, and North Andover.