

***** **Press Release** *****

WHAT: MassCommuter Challenge/2010 Merrimack Valley TMA Bike to Work Week

WHO: Merrimack Valley Transportation Management Association, in conjunction with MassCommute and Participating Member Companies including: Brown & Caldwell, Eisai Research Institute, Enterasys, Hewlett-Packard, Nexamp, Philips, Polycom, Putnam Investments, RCG – LLC, Smith & Nephew, and VICOR.

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SUBJECT: **Bike to Work 2010: Merrimack Valley Transportation Management Association Member Philips – Andover Takes 1st Place in the MassComuter Challenge**

May is 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 (TMA) in conjunction with MassCommute and participating member companies sponsored the MassCommuter Challenge/Bike to Work 2010 held during Baystate Bike Week from Monday, May 17 – Friday, May 21, 2010.

Close to 3750 people participated in this year's MassCommuter Challenge. Merrimack Valley TMA member Philips (located at 3000 and 200 Minuteman Road in Andover) won the MassCommuter Challenge for their category – businesses with 1500 to 3000 employees! The Merrimack Valley TMA held Bike to Work check-in breakfast events at major worksite locations in the TMA's service area (Andover and North Andover) during Baystate Bike Week. This format allows participants to bike to work with friends, neighbors, and colleagues who may work in the same area but not for the same company (much like a carpool or vanpool). It also offers riders the flexibility to choose to bike to work on the day during the week that is most convenient for them. TMA 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 17: Dascomb Road Area Event at Vicor, 25 Frontage Road, Andover, 7:00 a.m. to 9:00 a.m
- May 18: Shattuck Road Area Event at Putnam Investments, 7 Shattuck Road, Andover, 7:00 a.m. to 9:00 a.m.
- May 19: Minuteman Road Area Event at Philips, 1776 Drive Gate, Andover, 6:30 a.m. to 9:30 a.m.
- May 20: High Street Area Event at RCG/East Mill, 21 High Street, North Andover, 7:30 a.m. to 9:00 a.m.
- May 21: Federal Street Area Event at Vicor, 400 Federal Street, Andover, 7:00 a.m. to 9:00 a.m.

The fine weather during this year's Baystate Bike Week brought out 105 TMA member employees – with 15 braving the rain on Wednesday resulting in approximately 3600 miles pedaled by employees during the TMA's Bike to Work week. Considering an average automobile fuel economy of 25 miles per gallon, cyclists saved 143 gallons of gasoline, and just under \$400 in fuel costs alone during Baystate Bike Week.

"This is our tenth year sponsoring Bike to Work events and we have a record number of employees participating, representing a record number of companies," said Andrea Leary, Executive Director of the Merrimack Valley TMA. "We hope that participants recognize the health, economical, and environmental factors of bicycle commuting and continue the practice beyond Bike to Work." To entice employees to continue an active commute, the TMA offers an incentive program that rewards cyclists with gift cards for biking to work – the more employees bike to work, the greater the amount of their reward.

Employees who participate in The Merrimack Valley TMA's Bike to Work are entered in a raffle for great prizes including: bike helmets, locks, tune-ups, gift certificates, and bike racks. Prizes will be awarded at the Bike to Work BBQ celebration on Thursday, June 3rd, 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 will welcome guests to the celebration, and experts from a variety of local organizations will be on hand to provide information on bike safety, bike tune-ups, bike attire, product giveaways, and more.

About The Merrimack Valley Transportation Management Association

The Merrimack Valley TMA is a non-profit organization comprised of 85 businesses and property owners employing more than 10,000 commuters who are working together to address employee transportation-related issues in the towns of Andover, North Andover, Lawrence and Methuen, and along the I-93 and I-495 corridors. More information is available at <http://www.merrimackvalleytma.com>.

Visit us at www.merrimackvalleytma.com or call the TMA at 603-702-2156. You're invited to find us on both Facebook, www.facebook.com/MVTMA and on Twitter, <http://twitter.com/MerrimackVlyTMA>.