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For Immediate Release

No-Cost ‘Bike Corrals’ Now Available for Beach Cities Events *Beach Cities Cycling Club and Beach Cities Health District Partner to Improve Cycling Access and Encourage Healthy Behaviors*

REDONDO BEACH, Calif. (May 06, 2011) – The Beach Cities Cycling Club (BCCClub) has launched a new service, dubbed “bike corrals,” that will provide pop-up, secure bicycle parking at community events at no cost to cities, organizations or event coordinators. With startup funding by Beach Cities Health District (BCHD), bike corrals include bike racks, security fencing, claim tickets and staff to securely check bikes in and out during events—encouraging healthy transportation by making it easier to find bike parking.

This new service builds upon the success and overwhelmingly positive feedback from three bike corral events in 2010 (the Manhattan Beach Earth Day Celebration and two Fiesta Hermosa events) where more than 4,000 bikes were parked. Along with making it easier for individuals and families to find parking, it also relieved bike rack congestion and improved safety by reducing the amount of bikes being improperly locked along walking paths and pedestrian areas.

“We were blown away by the community’s response to our first bike corrals,” said Jim Hannon, president of the BCCClub and organizer of the bike corral project. “So many people shared their appreciation and kept making suggestions for additional events they wanted to see corrals at. We’ve been fortunate to work with some incredible partners to make that a reality and support community events in the South Bay.”

The 2011 Manhattan Beach Earth Day Celebration, held on April 16 in Polliwog Park, marked the first event to take advantage of the new bike corral service, which event organizer Kaye Gagnon Sherbak called, “One of the highlights of the Celebration.” Hundreds of children, adults and families took advantage of the free service, which was organized and staffed by members of the Beach Cities Cycling Club, South Bay Bicycle Coalition and Hermosa Beach Cyclery.

“Making healthy modes of transportation a convenient choice is part of realizing our vision of a healthy beach community,” said Susan Burden, CEO of BCHD, “and these bike corrals do just that. We know through our work with the Healthways | Blue Zones Vitality City initiative that when the healthy choice is the easier choice, people will adopt and sustain healthy behaviors.”

BCHD provided a micro-enrichment grant to the BCCClub to develop a bike corral infrastructure and purchase the materials needed to build modular bike racks, tickets, signage, tents and security fencing. The BCCClub is seeking additional funding to offset expenses and keep the bike parking free for residents.



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The next bike corral presence will be at the 2011 Fiesta Hermosa on Memorial Day weekend, May 28-30. The Hermosa Beach City Council and Chamber of Commerce enthusiastically supported the return of BCCClub's bike corral at this event and have dedicated more than 1,000 square feet of pier-adjacent beach space, just south of the pier lifeguard station.

"Hermosa Beach recognized early on that bike corrals would be a wonderful addition to our signature community events," said Hermosa Beach Mayor Peter Tucker. "We were fortunate to help Beach Cities Cycling Club kick off the bike corral initiative in 2010 and look forward to even more success in 2011. It encourages environmentally friendly and healthy transportation is appreciated by our residents and there's no cost—you don't get much better than that."

Cities and organizations hosting large community-based events should contact Jim Hannon, President of the BCCClub, at 310-341-8701 or jim_hannon@bccclub.org to request a no-cost bike corral at their event. Businesses and individuals interested in supporting this initiative through sponsorship and in-kind contributions should also contact Hannon.

Bike corrals will be primarily volunteer-driven, though BCCClub aims to incorporate some paid staff through Best Buddies California, an organization that creates employment opportunities to people with intellectual and developmental disabilities. Tips and/or donations will be accepted during bike corral events to help offset any staffing expenses. People interested in volunteer opportunities at bike corral events should contact Cassie, 310-374-7083 or bikecorral@yahoo.com.

About Beach Cities Health District

Beach Cities Health District (BCHD) is among the largest preventive health agencies in the nation and has served the communities of Hermosa Beach, Manhattan Beach and Redondo Beach since 1955. As a public agency, it offers an extensive range of dynamic health and wellness programs, with innovative services and facilities to promote health and prevent diseases in every lifespan. BCHD operates AdventurePlex, a health and fitness center where kids play their way to good health, and the Center for Health & Fitness, a comprehensive medically based fitness center. Visit www.bchd.org or call (310) 374-3426 for more information.

About Beach Cities Cycling Club

The Beach Cities Cycling Club is the premier cycling club in the South Bay. The Club promotes fitness, friendship, fun and charitable giving through cycling. They welcome bicyclists at all level and ages, with an emphasis on safety and helping people reach their full potential as a cyclist. Visit www.bccclub.org or call (310) 341-8701 for more information.

About South Bay Bicycle Coalition

The South Bay Bicycle Coalition (SBBC) is a grassroots advocacy group striving to build a better, safer, more easily bikeable South Bay. We are a member-driven organization of volunteers working together to improve the bicycling environment and a healthier quality of life for the thousands of cyclists throughout the South Bay. Through our community outreach, awareness efforts and education campaigns, the SBBC seeks to unite our diverse bicycling communities with a common goal – to make our South Bay region a safe, interconnected, fun and easy place to ride your bike wherever you want to go!" Visit www.southbaybicyclecoalition.org/