

TREK BICYCLE PARTNERS WITH PEOPLE FOR BIKES TO CREATE ARMY OF CYCLING ADVOCATES /

Support People for Bikes this fall
and win a Trek District signed
by marquee Trek athletes



(Waterloo, WI) - In an effort to create a greater, and more connected, network of cycling advocates in the US, Trek Bicycle has partnered with [People for Bikes](http://PeopleforBikes) to increase and reach and potential impact of those who will rally support for local and federal spending on bicycle infrastructure. Through its network of retailers, marketing avenues, partners, and athletes, Trek will provide exposure to People For Bikes' mission along with uniting cyclists across the country.

To help spark pledges on Peopleforbikes.org, Trek will be giving away a Trek District autographed by cycling superstars Fränk and Andy Schleck, Fabian Cancellara, and Jens Voigt of the LEOPARD TREK cycling team, as well as triathlon heroes Chris Lieto, and Julie Dibens of the Trek/K•Swiss triathlon team. Supporters can enter the drawing by signing the People for Bikes pledge and will help PFB get closer to reaching their goal of collecting one million signatures in support of federal funding of bicycle infrastructure.

"With funding for bicycle transportation initiatives in jeopardy, People for Bikes' mission is more important today than ever before," said Krista Rettig, Director of Advocacy at Trek. "At Trek, we believe that the bicycle is a simple solution to many of our society's biggest problems, like congestion, obesity, and environmental damage, and People for Bikes helps rally support of that cause."

The central goal of People For Bikes is to create a network one-million strong to voice support for cycling advocacy in the United States. With the 300,000-plus signatures it has gathered thus far, People For Bikes has already shown it can effectively create positive change in a challenging political environment. This summer, People For Bikes asked 28,000 California residents who had signed the pledge to contact their local senate representative about their stance on dedicated bicycle funding in the next transportation bill. After 2,000 letters flowed into the senator's mailbox in a few short days, she publically announced her support of dedicated bicycle funding.

/ ABOUT TREK BICYCLE

Trek Bicycle is a global leader in the design and manufacture of bicycles and related products. Trek believes the bicycle can be a simple solution to many of the world's most complex problems, and is committed to breaking down the barriers that prevent people from using bicycles more often for transportation, recreation, and inspiration. For more information about Trek, visit www.trekbikes.com.