

Submit a bike selfie for chance to win grand prize

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Blue Zones Project — Southwest Florida

Blue Zones Project — Southwest Florida is celebrating National Bike Month in May along with other local partners like Collier Area Transit and Naples Pathways Coalition.

Established in 1956, National Bike Month is a chance to showcase the many benefits of bicycling and encourage everyone to give cycling a try. National Bike Month is sponsored by the League of American Bicyclists and celebrated in communities from coast to coast.

Although the entire month offers opportunities to get out and ride, National Bike Week is May 13-19.

Blue Zones Project invites anyone to take public transit, walk or bike to work that week. If you do, take a selfie, and share it to the Blue Zones Project — Southwest Florida Facebook or Instagram page. All participants will be entered into a prize drawing to win a \$100 gift basket, including a gift certificate to a Blue Zones Project-Approved restaurant, a Naples Pathways Coalition T-shirt, passes to Naples Botanical Garden and more.

Whether you bike to work or school; ride to save money or time; pump those pedals to preserve your health or the environment; or simply to explore your community, National Bike Month is an opportunity to celebrate the unique power of the bicycle and the many reasons people love to ride.

If you are riding before dawn or after dusk, please make sure your bike is equipped with reflective lights. In addition, always ride with the flow of traffic, and wear a helmet and reflective or bright-colored clothing when cycling.

Kate Hampton is Director of Marketing & Public Relations for Blue Zones Project — Southwest Florida.



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