

Electric Bikes and Commuter-Friendly Clothing Make Bike to Work Day Faster, Easier, and Less Sweaty

- **New electric-assist bikes (e-bikes) offer pedal assistance for ease in cycling up hills and through long**
- **E-bikes allow riders a more upright frame design for increased posture comfort**
- **Cycling clothing offers visibility on the road and office-worthy styles**

BROOMFIELD, Colo. - June 4, 2018 – On Wednesday, June 24, thousands of Coloradans will join **Bike to Work Day** as part of the annual campaign to encourage and support bike commuting. The campaign is coordinated by the Denver Regional Council of Governments and encourages cyclists to try commuting. Staff members from the Front Range’s five Bicycle Village stores are convinced that the relatively new electric bikes (e-bikes) are going to be a game-changer for prospective bike commuters by providing a pedaling-assisted riding experience.

The advantages are numerous. Equipped with a small lithium battery and pedal assist, e-bikes still require pedaling and deliver aerobic exercise but ease the physical demand on hillier terrain or lengthy stretches. Less effort means less sweating and allows commuters to be office-ready when they arrive at work. Because these bikes have pedal assist, it reduces the need for an aggressive posture on the bike. The cruiser-style frame and upright handlebars along with a comfortable seat designed for longer distances further enhance the cyclist’s comfort. High visibility or “hi-vis” clothing that is lightweight and appropriate for many work settings has incorporated reflective technology in the fabric that helps illuminate riders in low light but the non-neon fabrics look like regular clothing in normal lighting.

“The initial reaction to e-bikes has been enthusiastic because cyclists appreciate the energy boost they deliver on steep hills or long rides,” explains Jon Jeunette, divisional merchandise manager for Bicycle Village. “Daily commuters love them for making their trips to work a bit faster while cyclists who have dropped out of the sport are getting back into biking with the ability to access longer routes and steeper terrain.”

Bike to Work Day rewards consistent commuters as well as enticing newcomers by offering a variety of sponsored snack and water stations along various bike routes provide support for thousands of cyclists. All five Bicycle Village stores will have a tent along a bike path alongside a comfort station where they will be offering free tire pressure and safety checks along with \$15 Bicycle Village bucks good for merchandise at any of their stores.

For downtown-bound workers, a **Bike Expo** at Civic Center Park with food, booths, and exhibits caps off the morning ride.

“E-bikes have made commuting so much more comfortable and fun in the past couple of years that we think the demand is going to continue growing,” continued Jeunette. “We strongly encourage all commuters to have a bike helmet, a lock, and front and rear lights to enhance safety but other than that, it doesn’t take a lot of extra accessories to join the ranks of committed bike commuters.”

For more information about e-bikes and the latest clothing and accessories that support bike commuting, visit www.bicyclevillage.com.

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