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COLUMBUS VALET BIKE PROGRAM TO RECEIVE INTERNATIONAL AWARD
Pedal Instead to be Recognized for Innovative Transportation Solutions

04/15/2009, Columbus, Ohio—Pedal Instead, an initiative of Mayor Michael Coleman’s Green Team operated by the University Area Enrichment Association, will receive the Innovative Transportation Solutions Award from WTS International at their May 2009 conference in Seattle, Washington. Pedal Instead is a free valet bicycle parking service which serves major events in Columbus such as Earth Day, Ohio State University football games and more.

The volunteer-run program first received the award in 2008 from the Columbus chapter of WTS, whose mission is to transform the transportation industry through the advancement of women. The Columbus chapter of WTS advanced the nomination to the International board, which then selected Pedal Instead as its international winner.

“Biking is good is for our health, good for our environment and good for our cities,” Mayor Coleman said. “I thank the University Area Enrichment Association for partnering with us on this worthy effort, and I thank WTS International for recognizing it.”

Pedal Instead, launched in 2006 to educate the general public about the advantages of cycling as a means of transportation. In 2008 alone, organizers from the University Area Enrichment Association reported that the program parked 3,871 bicycles and prevented nearly 40,000 pounds of climate-changing CO₂ from entering the atmosphere. Pedal Instead provided its secure, supervised bicycle parking at 26 Columbus events in 2008 and is currently seeking sponsorships to allow for an expanded event schedule in 2009 and beyond.



Photo by Meredith Joy

University Area Enrichment Association director Catherine Girves is thrilled that the recognition Pedal Instead is garnering. “To receive an international award is a huge validation for the hundreds of volunteers who have made this program possible. We hope the Columbus community will increasingly see the value of cycling for our physical health and the health of our planet.” Girves will travel to Seattle for the WTS International conference May 20-22 to accept the award on behalf of Pedal Instead.

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For more information about this exciting program and the international recognition it has received, please call Catherine Girves at 614.371.8232 or email cgirves@uaea.org.