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“Not So Noisy” Bike Week Promotes Cycling as Fun, Healthy Option

Daytona Beach – The Florida Department of Transportation’s (FDOT) reThink Your Commute™ program has partnered with Bethune-Cookman University, Daytona State College and Embry-Riddle Aeronautical University to host the 2018 “Not So Noisy” Bike Week February 19-24. This initiative is to promote bike safety and active transportation.

A community festival will take place on Saturday, February 24 at Bethune-Cookman University’s L. Gale Lemerand School of Nursing, located at 739 West International Speedway Boulevard in Daytona Beach. The festival starts at 9 a.m. and will feature a kid-friendly bicycle safety rodeo and a transportation information fair. Representatives from the FDOT’s Alert Today Alive Tomorrow campaign, Votran, the River to Sea Transportation Planning Organization, Florida Bicycle Association, and more will be on-site to answer questions and provide resources. Attendees will have the opportunity to be professionally fitted with a free bicycle helmet and enter to win a free bicycle, lights and lock.

At 10 a.m., the Daytona Beach Police Department will escort a 6.5-mile slow-paced bike ride. The route will begin and end at Bethune-Cookman University, with participants traveling to Embry-Riddle Aeronautical University and Daytona State College. The group will use regular travel lanes and shared-use paths where available. Children are prohibited from participation in the 10 a.m. bike ride. Helmets are strongly encouraged.

The community festival will include the Florida premier of the documentary “Why We Cycle.” This new documentary features cyclists and scientists from all walks of life as they examine Dutch cycling culture. The documentary will be shown at 11:30 a.m. in the Lucille O’Neal Lecture Hall at Bethune-Cookman University’s School of Nursing.

For more information and to register for the bike ride, visit BikeWeek.org or call 866-610-RIDE (7433.)

About FDOT’s reThink Your Commute™ Program

FDOT’s reThink Your Commute promotes smart transportation solutions for Central Florida’s workforce. From carpooling to telecommuting, the program assists employers and commuters across nine counties. For more information on the reThink Your Commute program, visit www.reThinkYourCommute.com or call 866-610-RIDE (7433).

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