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BACK TO BIKE  
FOR A LIVING PLANET

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FOR A LIVING PLANET



RIDE NOW!

RIDE NOW!

SEPTEMBER 30, 2017  
ADVENTURE CYCLING ASSOCIATION

• BIKE YOUR •  
**PARK DAY**  
BIKEYOURPARKDAY.ORG

# 2017 Bike Your Park Day Report

Photo: Ridgeland Tourism Commission



# Bike Your Park Day Connects Thousands



The second annual Bike Your Park Day was on **September 30, 2017**, in conjunction with **National Public Lands Day**. The event inspired people around the world to ride in or to nearby parks and public lands, including:

- 1,142 rides
- 9,080 participants
- In all 50 U.S. states, Washington, DC
- And a dozen countries



Photo: Amber Barnes



Photo: Giang Nguyen

Thank you to the 158 Bike Your Park Day volunteers from 41 states and Washington DC as well as six other countries (Australia, Canada, Finland, Italy, Philippines, the United Kingdom). Volunteer Advisors and Influencers provided resources and guidance about riding in parks and public lands to participants and helped promote Bike Your Park Day.

The National Park Service recently awarded Adventure Cycling Association a Centennial Award, citing Adventure Cycling's work on Bike Your Park Day during the Centennial celebration and advocacy to help improve bicycle travel conditions in parks and public lands.



*"Bike Your Park Day is a great way to celebrate National Public Lands Day and support active transportation and healthy recreation. It is one day with the potential for motivating sustained benefits by encouraging visitors to explore their national parks and public lands by bicycle. Biking promotes public health, resource protection, and other economic and social benefits while also reducing vehicle congestion and contributing to the quality of life for surrounding communities."*

**- Krista Sherwood, National Park Service's Conservation & Outdoor Recreation Programs**

**September 29, 2018:  
Save the date for  
next year's Bike Your  
Park Day!**

Photo: Emily Kagan

# Bike Your Park Day Participation



## Bike Your Park Day participation in the top 15 states.

The majority of Bike Your Park Day rides took place in 15 states in the U.S. that included diverse regions of the country, including the West Coast, Midwest, East Coast, and Southeast. There was one especially large ride at Colorado National Monument, accounting for the high participant numbers in Colorado.

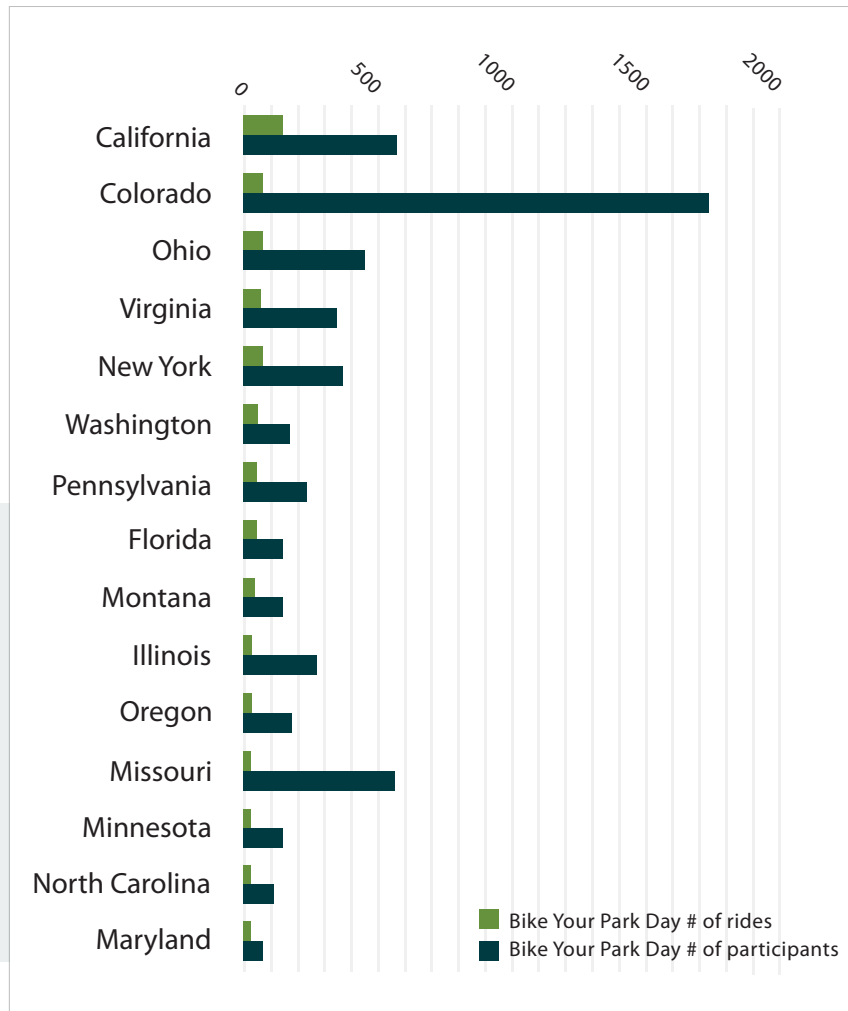


Photo: Rose Bayless



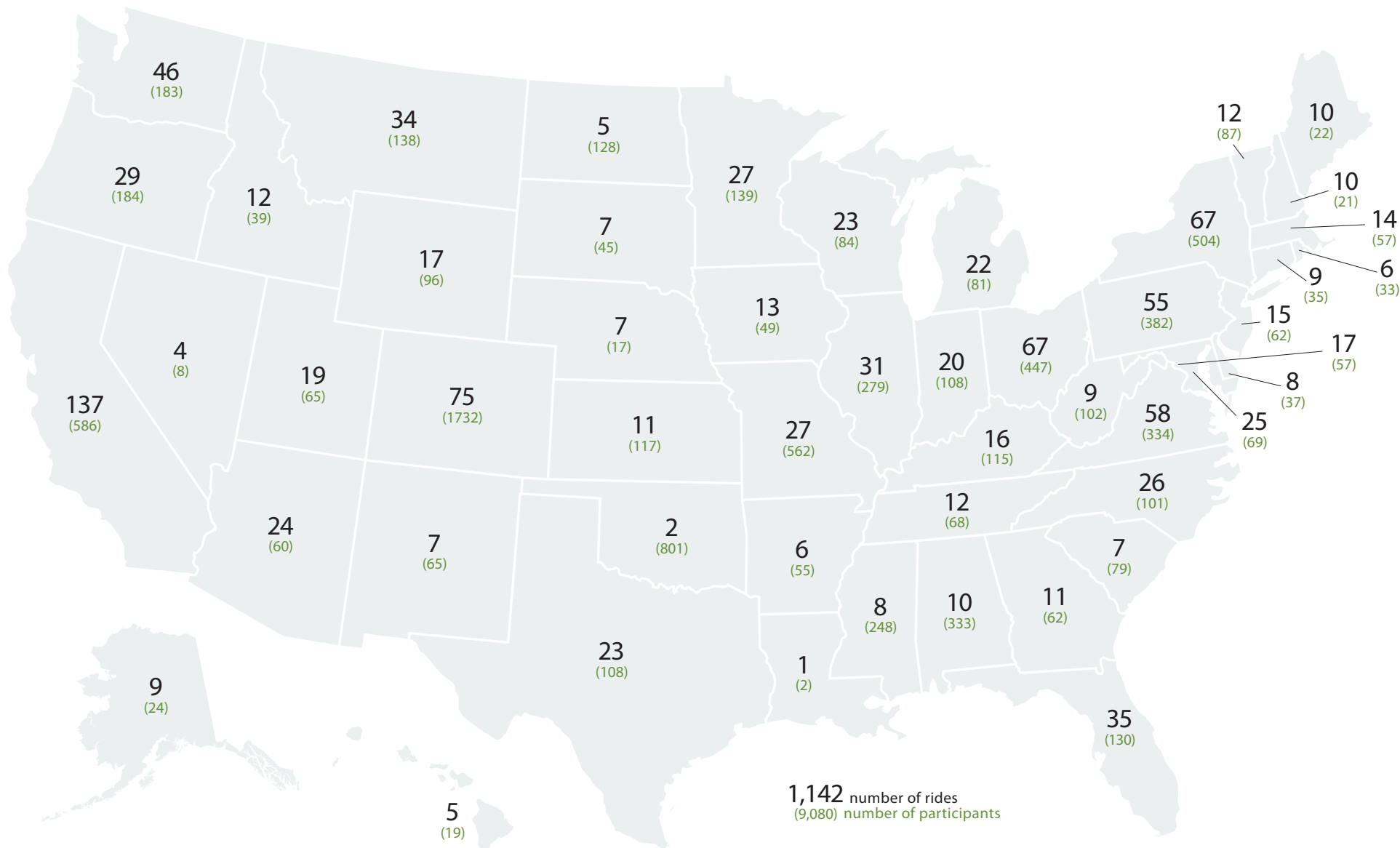
Photo: Howard Shafer

*“My friend Donna (DJ) and I met at the entrance to Saguaro National Park, east of Tucson, which features a loop ride very popular with local cyclists. It never gets old! We enjoyed the eight-mile loop so much that we did it twice. I registered for your event in order to commit myself to participating. Will try to put together a bigger group next year!” - Andrew Broan, Arizona*

*“I biked the Chicago Lakefront trail on a beautiful early fall day. The trail is obviously urban, but runs between Lake Michigan and restored tallgrass prairie for miles. The range of city and natural views along the way is always refreshing and invigorating.” - David McKirnan, Illinois*



# All 50 States Participated



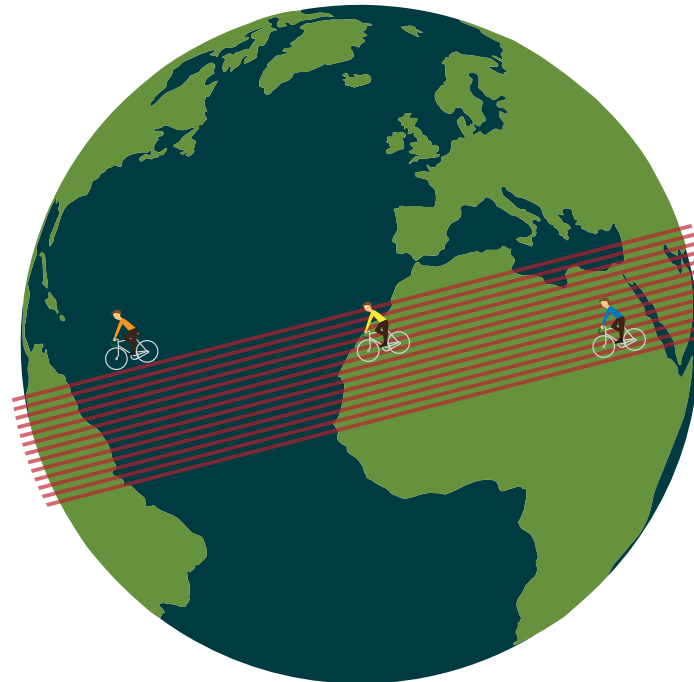
In addition, cyclists in 11 other countries participated, including: Bermuda, Canada, Finland, France, Germany, the Netherlands, Northern Mariana Islands, Pakistan, the Philippines, Spain, and Vietnam.

# What Motivated People to Ride



## Participants ranked their reasons for participating in Bike Your Park Day.

- 1 Be part of Adventure Cycling's global initiative to get people to explore parks and public lands by bicycle (34%)
- 2 Be outside and feel more connected with nature (28%)
- 3 Get exercise and maintain my physical health (20%)
- 4 Spend time with others (10%)
- 5 Participate in National Public Lands Day (9%)
- 6 Experience a park or public land in a new way (8%)
- 7 Free admission to my parks or public land (3%)



**Bike Your Park Day participants rode over 330,000 miles.**

Each participant rode an average of 37.4 miles on Bike Your Park Day.

**Over 9,000 people rode 339,675 miles on Bike Your Park Day. That's more than 13.6 times around Earth!**

*"As the host we were excited to welcome the participants at The Bike Playground, (an indoor cycling park) as the end venue for their ride and also a venue to ride around in. The participants were happy with the giveaways from the stickers to the shirt."*

**- The Bike Playground, the Philippines**

## 40 Miles for 40 Years

Deltrece Daniels celebrated her 40th birthday by hosting a 40-mile bike ride through Cuyahoga Valley National Park. Deltrece and friends met at the Akron Northside Train Station and departed on bikes to explore The Freedom Trail, Underground Railroad Historical Sites, and Cuyahoga Valley National Park. They refueled at Yours Truly Rockside restaurant and rode the Cuyahoga Valley Scenic Railroad back to their vehicles at the train station. Some of them made a weekend of it and rode in Cleveland's Critical Mass ride the Friday before Bike Your Park Day.



Photos: Deltrece Daniels



# Where Did Participants Ride?



## Participants rode in all types of public lands.

The majority of Bike Your Park Day participants visited state parks, national parks, and city or county parks. Some people visited more than one type of park.

*“We visited five Connecticut state parks in a 30-mile ride. It was hilly (is there “flat” in Connecticut?). We finished the ride with an ice cream stop and enjoyed the ride immensely even though the start looked questionable because of weather.” - Ray Foss, Connecticut*

## Bike Your Park Day Types of Public Lands

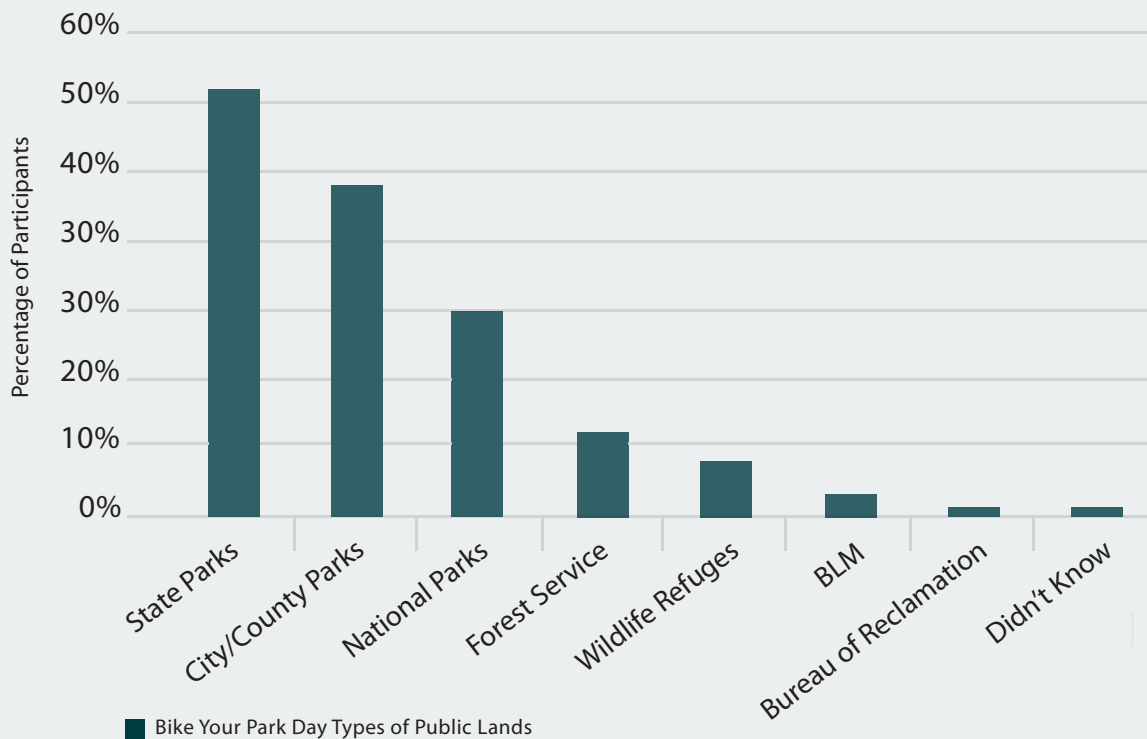


Photo: Michelle Pierson

- **7.6% of participants rode in parks and public lands for the first time.**
- **99.5% of participants will ride in parks and public lands again.**
  - 79.7% already ride their bike in parks and public lands.
  - 19.8% said their Bike Your Park Day experience makes them want to ride in parks and public lands again.
- **8.5% of participants participated in National Public Lands Day as part of their ride.**



# Testimonials



## Folsom Lake State Recreation Area Family Ride.

“My six-year-old son and I did our first overnight bike trip on Bike Your Park Day! What a special time together! It was his idea to do it and he had no idea that I’ve been dreaming of bike touring since before he was born! He even planned our route in Folsom Lake State Recreation Area. We found new trails and hidden beaches we’d never seen before, and the weather was warm enough we fell asleep looking up at the stars, no rain fly needed. He was proud of accomplishing the mileage, which was about 7.5 miles each day, and I was grateful to be realizing a dream together with my son!” - **Julia Janssen, California**

“I biked from Anchorage to Denali. I met my friend in Denali where we pedaled/walked on the park road. We made it to Sabel Pass (mile 40) and decided to turn around and not camp due to a few inches of snow and a good wind. We rode back on the road adjacent to some huge grizzly tracks. Discovered that moose do not like bells, although little else disturbs them. The moonrise was fantastic. I will come back in July for sure! So much better than blasting through on the bus. Bicycles rule!”  
- **Crystal Berwick, Alaska**

“Our ride was RCKN the stone, 32-mile ride through Yellowstone National Park sharing the road with bison (actually we let them have the whole road). Great way to enjoy the scenery, this time of year the park isn’t as crowded so good timing. In the pullouts for viewing scenery, lot of people in cars asked about biking in the park and a couple wanted information on Adventure Cycling. Was a great weekend!”  
- **Jennifer Krueger, Montana**



Photo: Lisa Lapsley



“Our park got shut down for the remainder of the year due to Irma ... so we decided to just bike locally in our community parks and city.”  
- **Kristin Reeder, South Carolina**

Photo: Kristin Reeder

# Bike Your Park Day Reach



## Bike Your Park Day reached millions of people.

Bike Your Park Day generated at least **45 million media impressions** in the past two years.

## 71% of participants shared Bike Your Park Day promotional resources in a variety of ways.

**37%** Shared Bike Your Park Day on social media.

**25%** Shared Bike Your Park Day stickers and/or postcards in community or with friends.

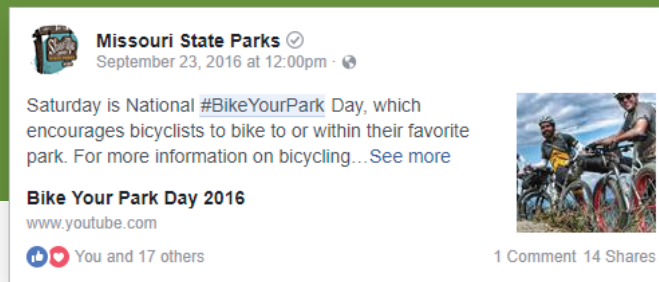
**25%** Shared BikeYourParkDay.org.

**20%** Included information about Bike Your Park Day in bike club, bike shop, or meet-up newsletter.

**19%** Shared #bikeyourpark on social media.

**7%** Hung up Bike Your Park Day posters in their community.

**2%** Purchased Bike Your Park Day T-shirt or socks in Adventure Cycling's Cyclosource store.





# Bike Your Park Day Reach



**arkansasoutside** • Follow  
Woolly Hollow State Park

arkansasoutside A great ride today on the Enders Fault Trail. #BikeYourPark #ThisIsMyArkansas #ARStateParks



106 likes

SEPTEMBER 30

Add a comment...



**Century Cycles** @CenturyCycles · Sep 30  
#BikeYourPark @blackgrlsdobike @CVNPNPS #Peninsula @metro\_parks @clevemetroparks

11 likes



**North Carolina State Parks and Recreation** ✓  
September 16, 2016 at 8:38am · 🌐

Several great rides in a N.C. state park for #BikeYourPark day next weekend. #nc100years #ncparks #bike #cycle #adventurecycling <https://www.adventurecycling.org/about-us/40th-anniversary/bike-your-park-day/find-a-ride/>

You and 73 others



2 Comments 14 Shares



**peopleforbikes** • Following

peopleforbikes How are you celebrating #bikeyourpark and #NFLD?

196 likes

SEPTEMBER 30

Add a comment...

# Bike Your Park Day Reach




**Rails-to-Trails Conservancy** September 30 · 🌐

It's National Public Lands Day (#NPLD) and #BikeYourPark Day! How do you celebrate them together?

- 1 Hop on your bike 🚲
- 2 Pedal to your favorite park 🌲
- 3 And volunteer! 👏

Check out our blog to help you find a trail-volunteer project—and to inspire you with 5 awesome national parks with rail-trails!

Adventure Cycling Association | NEEF - National Public Lands Day



**Five Rail-Trails in America's National Parks**

Today is National Public Lands Day (NPLD) and Bike Your Park Day! Both annual days encourage you to appreciate America's public lands by giving...

RAILSTOTRAILS.ORG


Like Comment Share

124 30 Shares 5 Comments

Write a comment...

**New Hampshire State Parks** September 23, 2016 at 11:22am · 🌐

In light of the first ever National #BikeYourPark Day tomorrow - Here are 3 suggestions for mountain bike riding in our parks:



**3 Must-Ride Mountain Bike Trails in New Hampshire – NH State Parks**

blog.nhstateparks.org

You and 110 others

11 Comments 55 Shares

**Tyler Hamilton** @Ty\_Hamilton · Sep 30

Happy #BikeYourPark Day. Still time today to join in. 🙌🚲 #THTraining



**Bike Your Park Day, September 30, 2017**

Explore your parks and public lands by bicycle with thousands of others throughout the country on the same day — Bike Your Park Day on September 30, 2017. Br... youtube.com

1 11



**harpersferrynps** · Follow  
Harpers Ferry National Historical Park

harpersferrynps Have you ever thought about bicycling in your national parks?

This past weekend, on Sept. 30, was the second annual Bike Your Park day. Locally, three routes converged in Harpers Ferry - the longest ride being from Antietam National Battlefield to Harpers Ferry along five different National Park Service units!

We hope everyone who biked on Saturday had a great time and look forward to

133 likes

OCTOBER 3

Add a comment...



# Thank You 2017 Sponsors!



Bike Your Park Day was supported by the following sponsors. Without their support, 2017 Bike Your Park Day would not be possible.



visitmississippi.org



BlueCross BlueShield of Montana



## Prizes and Swag

Everyone who registered for Bike Your Park Day received a sticker in the mail, and the first 250 people who registered received a three-ounce bag of coffee courtesy of Black Coffee Roasting Co. Everyone who registered by September 24 was entered to win an Advocate Cycles bike and an Amtrak trip for two. Tom Bugeya, of Cave Creek, AZ won the bike. Dena Paolilli, of San Luis Obispo, CA, won the Amtrak trip.



Photo: Amtrak



Photo: Advocate Cycles



Photo: Michele Pierson



Photo: Pamela Sass

## Is your company interested in sponsoring Bike Your Park Day in 2018?

Support Bike Your Park Day and inspire people of all ages and abilities to explore parks and public lands by bicycle. Sponsorship of this one-of-a-kind marketing opportunity includes a complimentary Adventure Cycling Corporate Membership and exclusive advertising discounts in *Adventure Cyclist* magazine. This is your chance to reach hundreds of thousands of cycling enthusiasts and avid bike and gear buyers in North America. Contact Laurie Chipps at 800.755.2453 or lchipps@adventurecycling.org. More info at [adventurecycling.org/sponsorship](http://adventurecycling.org/sponsorship).

## Sponsors of Bike Your Park Day in 2017 were recognized through digital and print outlets.

- *Adventure Cyclist* magazine (100,000+ readers)
- Bike Bits email newsletter (60,000+ subscribers)
- Emails (130,000+ recipients)
- Webpages (75,000+ page views)
- Social media (163,000+ followers)
- Press releases





Join us for Bike Your Park Day  
on September 29, 2018!

Photo: Colin White

SEPTEMBER 29, 2018  
ADVENTURE CYCLING ASSOCIATION

• BIKE YOUR •  
**PARK DAY**  
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