



PRESS RELEASE
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***Oxford Mississippi is named a Bronze Level Bicycle Friendly Community
by the League of American Bicyclists***

Renewal of 2008 Award notes new bikeways and Complete Streets Policy

Washington, D.C. – May 14, 2012 – May is National Bike Month with hundreds of events and thousands of riders celebrating bicycling nationwide. And a growing number of U.S. communities are taking steps to encourage residents to ride all year round — including Oxford. Today, the League of American Bicyclists announced the latest round of Bicycle Friendly Communities (BFC) and Oxford, Mississippi was named a Bronze level BFC.

“We are not surprised that this was the largest number of new and renewing applicants that we’ve ever had,” said League President Andy Clarke. “The popularity of this program is clear evidence that investment in bicycling is a major catalyst in creating the kind of vibrant communities people want to live, work and visit. Oxford recognizes that simple steps to make bicycling safe and comfortable pay huge dividends in civic, community and economic development.”

The BFC program is revolutionizing the way communities evaluate their quality of life, sustainability and transportation networks, while allowing them to benchmark their progress toward improving their bicycle-friendliness. With this impressive round, there are now 214 BFCs in 47 states across America. The Bronze level BFC award recognizes Oxford’s commitment to improving conditions for bicycling through investment in bicycling promotion, education programs, infrastructure and pro-bicycling policies.

“We appreciate the hard work and dedication of city staff especially in Public Works, Planning and Police Departments. With the projects currently under construction, Oxford will have added more than 15 miles of new bikeways by the end of the year. Complete streets and safe passing ordinances enacted by the board of Aldermen will ensure that future construction will be designed from the start with bikes in mind. The enthusiastic cooperation of all city departments for the first two Oxford Endurance Weekends has made this a popular annual event ” said Mike Mossing, Chair of the Oxford Pathways Commission.

The BFC program provides a roadmap to building a Bicycle Friendly Community and the application itself has become a rigorous and an educational tool in itself. Since its inception, more than 500 distinct communities have applied and the four levels of the award – platinum, gold, silver and bronze – provide a clear incentive for communities to continuously improve.

To apply or learn more about the free BFC program, visit bikeleague.org/community.

About the Bicycle Friendly America Program

The Bicycle Friendly Community, Bicycle Friendly State, Bicycle Friendly Business and Bicycle Friendly University programs are generously supported by program partners Bikes Belong and Trek Bicycle’s One World, Two Wheels Campaign. To learn more about building a Bicycle Friendly America, visit

<http://www.bikeleague.org/programs/bicyclefriendlyamerica/>

The League of American Bicyclists promotes bicycling for fun, fitness and transportation, and works through advocacy and education for a bicycle-friendly America. The League represents the interests of America’s 57 million bicyclists, including its 300,000 members and affiliates. For more information or to support the League, visit www.bikeleague.org.

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