



MEDIA RELEASE

For immediate release: May 8, 2025

For more information, contact:

Steve Arnold, Treasurer, Bike Fitchburg, (608) 239-3900, treasurer@bikefitchburg.org

Three New Bicycle Friendly Businesses in Fitchburg City to Bike to Work with the Mayor to Celebrate

Fitchburg, Wis. – Today, the League of American Bicyclists recognized three Fitchburg business locations with Bronze Bicycle Friendly Business (BFB) awards, earning them places alongside more than 1,200 businesses across the country contributing to the movement to build a more Bicycle Friendly America for everyone.

The new awardees are:

-  [CAMECA Instruments, Inc. Atom Probe Technology Center](#)
-  Inventure Capital's [Bela Springs](#) and [Ochalla Springs](#) apartments, as a campus
-  Inventure Capital's [Terrace Point](#) apartments

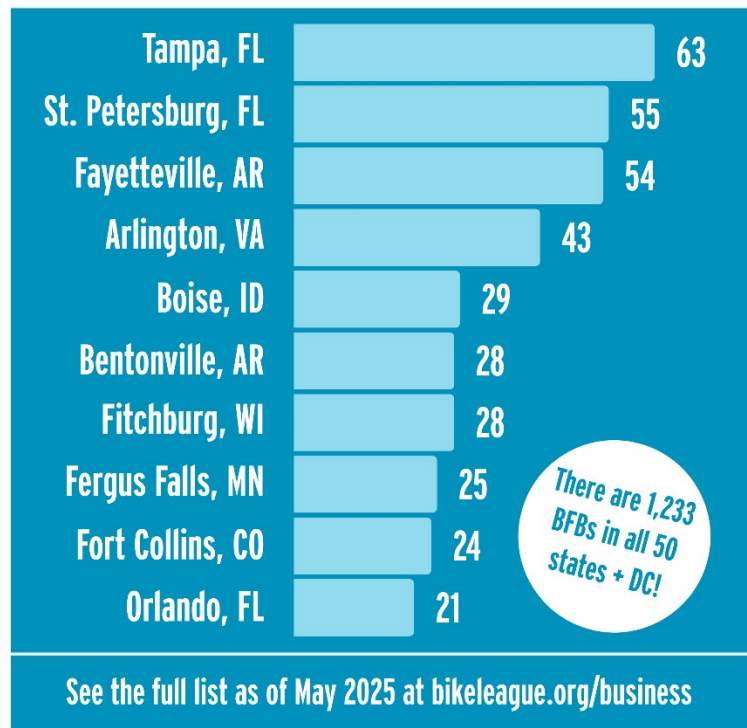
"During Bike to Work Week, we celebrate the businesses making it easier for more people to bike every day," said Bill Nesper, executive director of the League of American Bicyclists. "Bicycle Friendly Businesses like these in Fitchburg aren't just improving commutes — they're transforming communities through meaningful investments in better biking that benefit employees and residents alike."

Bike Fitchburg and our partners on the Fitchburg Bicycle & Pedestrian Commission are proud that with 28

Bicycle Friendly Businesses, Fitchburg has maintained its tie for **sixth in the nation** for the number of BFBs per community.



WHICH CITIES HAVE THE MOST BICYCLE FRIENDLY BUSINESSES?



(more)

The Fitchburg awardees join a total of 1,233 current BFBs nationwide, including everything from government agencies, Fortune 500 companies, museums, hospitality establishments, bike shops, and other employers, all united in a commitment to transform American workplaces to be more welcoming to both customers and employees who bike. The Bicycle Friendly Business award recognizes an organization's contributions in shifting up and accelerating the movement to build a Bicycle Friendly America for everyone.

"At the heart of every new Bicycle Friendly Business is a commitment to something greater—community, sustainability, and well-being, to name a few," continued Nesper. "We're proud to celebrate these Fitchburg businesses for their ongoing efforts to champion cycling both within their workplace and in the world around them."

All Fitchburg's new BFBs share base amenities of locations near Fitchburg's low-stress bicycle network, good bicycle parking for visitors, and removal of barriers to biking like prohibitions of bikes in drive-throughs. They benefit from nearby stations for [Madison BCycle](#), the e-bike sharing system serving Madison and Fitchburg, and the Fitchburg Greenway System.

"CAMECA actively supports and promotes bicycling to our employees," said Jesse Olson, Country Director at CAMECA. "This award demonstrates a commitment to making bicycling a safer, more convenient, and enjoyable commute option for employees of all ages here at CAMECA. We believe that encouraging bicycling can lead to a healthier, more engaged workforce. We are happy to accept this award!"

"We operate in a highly competitive housing market, so we design our buildings with unique features that differentiate us from our competitors and make them stand out," said Michael Thorson, Managing Director of Inventure Capital. "Fitchburg is one of the top bike-friendly communities in the country, and we are grateful for its investment in the Fitchburg Greenway System - a network of multi-use, off-street paths - many of which are adjacent to our buildings. We are leveraging that by providing amenities to our tenants to make it easy for them to take advantage of those opportunities. We provide ample and secure bike storage in our parking garages, along with bike repair stations and washing stalls. We are honored to receive this recognition for those efforts, validating the importance of the bicycle amenities we've built."

"The energy of our business community and residents to support biking continues to amaze me," said Julia Arata-Fratta, Mayor of Fitchburg. "Bicycle culture is firmly cemented as a pillar of Fitchburg's identity, for both recreation and transportation. I pledge that the city government will continue to do its part, by adopting the design rules and transportation policies and making the investments necessary to make it easy to get anywhere in Fitchburg by bike. Our recent start down the path to Vision Zero is a great example."

As part of the BFB network, these organizations will have access to a variety of tools and technical assistance from the League to become even more welcoming to people who bike. To learn more about the BFB program or apply, visit the League at

(more)

<https://bikeleague.org/business>. For assistance in implementing bike-friendly strategies or applying to be a BFB, reach out to Bike Fitchburg at info@bikefitchburg.org.

Fitchburg will celebrate its five new Bicycle Friendly Businesses received in May and these three new awards at the end of a ride to work with Mayor Julia Arata-Fratta at City Hall at 7:30 a.m. on May 16, 2025,



Fitchburg's Bike to Work with the Mayor and Bicycle Friendly Business celebration, May 17, 2024

International

Bike-to-Work Day. Community members and media are invited to McKee Farms Park at 7:00 a.m. that day for photo opportunities, interviews, and the short bike ride to City Hall on the Fitchburg Greenway System.



#

About Bike Fitchburg, Inc.

As the local bicycle advocacy group for Fitchburg, Wisconsin, Bike Fitchburg makes biking and walking easier, safer, and more fun in Fitchburg. Bike Fitchburg is a 501(c)(3) nonprofit, all-volunteer organization governed by a board of directors. Everyone who lives, works, or rides a bike in Fitchburg is invited to add their voices to ours by visiting our website and following us on social media.

<https://bikefitchburg.org>

(more)

About the City of Fitchburg

Fitchburg is a six-mile-square city of about 35,000 residents in south central Wisconsin. The southern neighbor of the capital city of Madison, Fitchburg was a town before incorporating in 1983, and so is one-third urban and suburban, and two-thirds rolling glacial farmland and natural areas. Recognized as a Silver level Bicycle Friendly Community in 2015, the city is blessed with three state trails and three mountain bike parks and has developed a dense bicycle transportation network of scenic rural roads, off-road paths, bicycle lanes, and quiet neighborhood streets. Fitchburg's commitment to biking and walking is described in its Bicycle and Pedestrian Plan, adopted in 2017. fitchburgwi.gov

About the Bicycle Friendly America Program and the Bike League

To learn more about building a Bicycle Friendly America, including the Bicycle Friendly Community® (BFC), Bicycle Friendly State® (BFS), Bicycle Friendly Business® (BFB), and Bicycle Friendly University® (BFU) programs, visit www.bikeleague.org/BFA.

Since 1880, the League of American Bicyclists has been people-powered, with a goal to make bicycling safer and easier as a means of transportation and recreation. Today, the League continues to improve lives and strengthen communities through bicycling. We are more than 200,000 members and supporters strong with more than 1,000 state and local advocacy groups and bike clubs as well as thousands of businesses, universities, and communities together leading the movement to create a Bicycle Friendly America for everyone. www.bikeleague.org.