



# Fitchburg Family Pharmacy

For Immediate Release

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## **Fitchburg Family Pharmacy named a Bronze Bicycle Friendly Business by the League of American Bicyclists** *Recognition follows years of community activism by “the Cycling Pharmacist”*

**May 16, 2022 (Fitchburg, WI)** -- Today, the League of American Bicyclists recognized Fitchburg Family Pharmacy with a Bronze Bicycle Friendly Business (BFB) award, earning it a place alongside over 1,400 businesses across the country contributing to the movement to build a more Bicycle Friendly America.

**The Mayor of Fitchburg and the leaders of Fitchburg’s business and bicycling communities will meet to celebrate this award at 1:30 p.m. on Wednesday, May 18, 2022 in front of the pharmacy in Suite 6, 3050 Cahill Main, Fitchburg, WI 53711. Members of the media are invited and participants will be available for interviews.**

“Every May, National Bike Month and Bike to Work Week mark a celebration of the joy bikes bring us and a chance to recognize those who help others find extra inspiration to get out and get moving by bike, like these 45 new and renewing Bicycle Friendly Businesses,” said Bill Nesper, executive director of the League of American Bicyclists. “Just as the League believes bikes should be celebrated every day, a Bicycle Friendly Business is the kind of employer or destination that offers encouragement, education, and resources to help commuters, both in their staff and in their surrounding communities, bike safely and confidently year-round and the League of American Bicyclists is proud to honor that commitment.”

Fitchburg Family Pharmacy joins a total of 1,494 current BFBs nationwide, including everything from government agencies, Fortune 500 companies, 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

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contributions in shifting up and accelerating the movement to build a Bicycle Friendly America for everyone.

Fitchburg Family Pharmacy and businesses like it give people the peace of mind that they can bike to work, school, or their daily errands and feel welcomed,” said Nesper. “When more people can bike to more destinations, it doesn’t just impact the people who work or shop there. It cultivates stronger, healthier, pedal-powered communities, and these BFBs recognize that and are putting in the work to make bicycling a real transportation and recreation option for all people to turn to.”

Based on his own love of biking, Owner/Pharmacist Thad Schumacher staked out his identity as “the Cycling Pharmacist” early by offering delivery by bicycle. The store’s charity ride team, the Pill Peddlers, makes a big impact at local events like Move for Boys & Girls Club and serve as bicycle marshals for running events including the Berbee Derby each Thanksgiving Day and the marathon portion of Ironman Wisconsin each September. Fitchburg Family Pharmacy encourages bicycling for transportation by sponsoring the Fitchburg Chamber’s Bike the ‘Burg challenge and for recreation by sponsoring the family ride at the Fitchburg Festival of Speed. It offers the Bicycle Benefits retail discount program to customers arriving by bicycle.

“I believe in the power of bicycles to improve health, protect the environment, and provide fun for all ages and abilities, and my hope is to share that belief with as many folks as possible through my business,” says Schumacher. “The regional recognition of our independent pharmacy through our support of biking is just a bonus.”

Reacting to the pharmacy’s award, Fitchburg Mayor Aaron Richardson observed, “Every additional Bicycle Friendly Business in our city contributes to the well-being of every resident and visitor. Our people are healthier, happier, and enjoy a better quality of life when more folks bike. That’s why our Common Council members and city staff are committed to advancing in the Bike League’s Bicycle Friendly America program by striving to be a Gold Bicycle Friendly Community and encouraging more businesses to apply for BFB recognition. Fitchburg is fortunate to have so many vibrant small businesses like Fitchburg Family Pharmacy!”

Fitchburg Family Pharmacy applied for recognition as part of a business outreach program by the Fitchburg Chamber Visitor + Business Bureau and Bike Fitchburg, the city’s non-profit bicycle advocacy group. Fitchburg Chamber Executive Director Angela Kinderman described the effort: “We are reaching out to Fitchburg businesses, encouraging and helping them to become a Bike Friendly Business. They can do this by installing recommended bike parking, participating in the Bicycle Benefits retail program, and applying for recognition as a BFB. Our local businesses know that being bike friendly is an important part of our economy. Good bike infrastructure boosts retail activity, attracts a talented workforce, and contributes to the quality of life for their customers and employees.”

“We are proud to be involved in Thad’s accomplishment,” said Bike Fitchburg President Tony Hartmann. “Our mission is to make biking in Fitchburg easier, safer, and more fun for people of all ages and abilities. Businesses are important destinations for transportation biking, and BFBs help people decide to take those short trips by bike, saving gas and the hassle of parking.”

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As part of the BFB network, Fitchburg Family Pharmacy will have access to a variety of tools and technical assistance from the League to become even more welcoming to people who bike. When customers and neighbors bike, great things happen. They feel better, have more energy, are less susceptible to chronic diseases like obesity and hypertension, and, ironically, may have less need for prescription medications!

To learn more about the BFB program, or to apply, visit the League online at [bikeleague.org/business](http://bikeleague.org/business). To learn more about Bike Month, visit [bikeleague.org/bikemonth](http://bikeleague.org/bikemonth).

### **About Fitchburg Family Pharmacy**

Fitchburg Family Pharmacy is locally owned and committed to providing patients with personal attention. The staff care deeply for the community – that’s why they offer free home and work delivery and partner with local entrepreneurs. During the pandemic, the pharmacy provides COVID-19 testing and vaccinations. Reach them at (608) 274-3784. [whatagreatpharmacy.com](http://whatagreatpharmacy.com)

### **About Bike Fitchburg, Inc.**

As the local bicycle advocacy group for Fitchburg, Wisconsin, Bike Fitchburg works with the mayor, council, and city staff to make biking of all kinds and walking easier, safer, and more fun. It also educates people who bike and the public on bicycle matters and serves as an information clearinghouse. 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. [bikefitchburg.org](http://bikefitchburg.org)

### **About the City of Fitchburg**

Fitchburg is a six-mile-square city of about 30,000 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 two 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](http://fitchburgwi.gov)

### **About the Fitchburg Chamber Visitor + Business Bureau**

The Fitchburg Chamber Visitor + Business Bureau provides tools, resources and opportunities that support our economy, our business community, and our citizens. We accomplish this by uniting and engaging businesses, residents, and civic leadership. We strengthen the awareness and brand of Fitchburg, Wisconsin as a destination. Our work attracts individuals, families, and businesses to Fitchburg, increases tourism revenue, stimulates economic development, and helps to create amenities for our community. [fitchburgchamber.com](http://fitchburgchamber.com)

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## About the Bike League and the Bicycle Friendly America Program

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 [bikeleague.org/BFA](http://bikeleague.org/BFA).

The League of American Bicyclists leads the national movement to create a Bicycle Friendly America for everyone. With a history dating to 1880, the League is committed to engaging diverse communities and building a powerful, unified voice for change around protecting and promoting bicyclists' rights. [bikeleague.org](http://bikeleague.org)



Some of the Pill Peddlers relax after raising thousands of dollars and riding 25 or 50 miles in the 2018 Ride for Boys & Girls Clubs.

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