



MEDIA RELEASE






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Five New Bicycle Friendly Businesses in Fitchburg Fitchburg Now Tenth on the National BFB Leaderboard

Fitchburg, Wis. – Today, the League of American Bicyclists recognized five Fitchburg businesses and non-profits with Bicycle Friendly Business (BFB) awards, earning them a place alongside more than 1,300 organizations across the country contributing to the movement to build a more Bicycle Friendly America. Our new awardees all received Bronze awards:

-  [Boys and Girls Clubs of Dane County Mckenzie Regional Workforce Center](#), administration, skilled trades training, and other youth programs
-  [Chocolate Shoppe Ice Cream Co.](#) Fitchburg Shoppe, super-premium ice cream
-  [Encompass Health Rehabilitation Hospital of Fitchburg](#), 56 beds for physical rehabilitation
-  [Hop Haus Fitchburg Brewpub](#), beer brewed in-house and food to go with it
-  [Rutabaga Paddlesports](#), boats and other outdoor recreation equipment

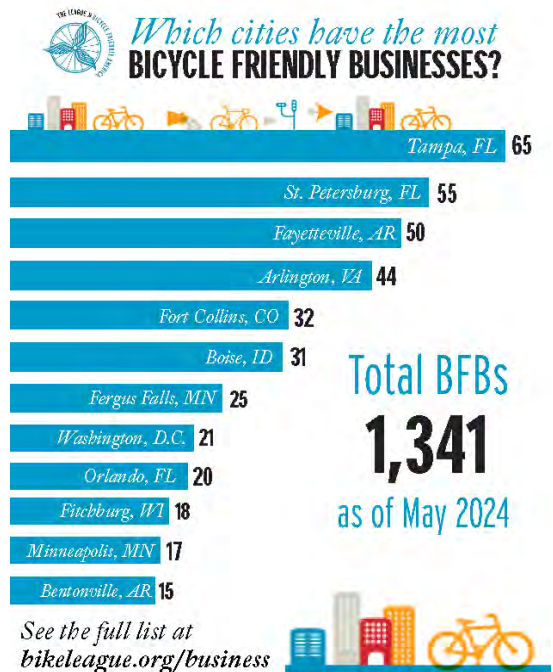
Another Fitchburg business upgraded its Bicycle Friendly Business status from Bronze to Silver:

-  [Saris Equipment](#), vehicle bicycle racks, trainers, and infrastructure manufacturing

Finally for this round of awards, [The Thirsty Goat](#) barbecue restaurant received Honorable Mention. This is the Bike League’s way of encouraging companies to make more accommodations to welcome employees and guests who bike and to reapply for the program.

“We’re proud to celebrate this round of new and renewing Bicycle Friendly Businesses who are investing their resources to not only build up bicycling in the workplace but in their communities as well,” said Bill Nesper, executive director of the League of American Bicyclists. “It takes collaboration to build an America where every person can safely and easily choose to bike, and we applaud these Fitchburg businesses pedaling alongside us to power this movement.”

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Fitchburg now ranks tenth in the nation in Bicycle Friendly Businesses!

Bike Fitchburg and our partners on the Fitchburg Bicycle & Pedestrian Commission are proud that Fitchburg is now ranked tenth in the nation for the number of Bicycle Friendly Businesses per municipality, outranking Madison, Milwaukee, and Minneapolis!

The Fitchburg awardees join a total of 1,341 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.

"This round of new and renewing Bicycle Friendly Businesses is a testament to the transformative power of bicycles as a catalyst for change," said Bill Nesper, executive director of the League of American Bicyclists. "Progress stems from collective effort, and we applaud these Fitchburg organizations for their commitment to building a Bicycle Friendly America for everyone."

"We have long recognized that bicycles are powered, in large part, by ice cream," said Andy Lanz, owner of the Fitchburg Chocolate Shoppe ice cream parlor. "That's why we participate in the Bicycle Benefits retail incentive program at all our shoppes around the region. We were surprised to see how easy it was to up our game by providing a bicycle information center in our lobby. Other factors in our award were excellent guest bike parking by our landlord and our location on Fitchburg's extensive network of multi-use paths for all ages and abilities."

Jeff Iverson, Director of Engineering, is one of the leaders behind the resurgence of bicycle advocacy at Saris Equipment. Jeff said, "We make bicycle equipment and so promote biking in all our marketing. Our biggest recent accomplishment was opening our private mountain bike park, Saris Trails, to the public with the help of our local IMBA chapter, Capital Off Road Pathfinders. We are on the Military Ridge Path between Dane County's Seminole Trails and Fitchburg's Quarry Ridge Recreation Area, making for a full day of epic mountain biking."



Grand opening of Saris Trails, May 3, 2024

"We continue to support the business outreach by Bike Fitchburg, the Fitchburg Chamber, and the city's Bicycle and Pedestrian Commission," said Julia Arata-Fratta, Mayor of Fitchburg. "I know that residents, business, and visitors come to Fitchburg because of our bike culture and facilities, and that benefits everyone here, not just those who bike. To be recognized as a national leader for Bicycle Friendly Businesses makes this round of awards even more special!"

As part of the BFB network, the awardees 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

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the BFB program or apply, visit the League at <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



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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, more fun, and more equitable. 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>

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 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. <https://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 <https://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. <https://www.bikeleague.org>.