



## MEDIA RELEASE

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# Fitchburg Announces New Bicycle Friendly Businesses

## Fitchburg Tenth in the Nation in BFBs per Community

**Fitchburg, Wis.** – Today, the League of American Bicyclists recognized two Fitchburg businesses 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. Both of our new awardees received Bronze awards:

 [Great Dane Pub & Brewing Co., Fitchburg](#), “Always local. Always welcoming. And always committed to the craft.”

 [The Seminole Tap](#), “Fitchburg's tastiest neighborhood bar and grill”

We’re thrilled to recognize this round of new and renewing Bicycle Friendly Businesses that are not just supporting cycling but are actively weaving it into the fabric of their communities,” said Bill Nesper, executive director of the League of American Bicyclists. “When businesses invest in better biking, they invest in people—employees, customers, and community members alike. These Fitchburg pubs are shining examples of how businesses can lead by example, making biking more accessible and enjoyable for everyone.”

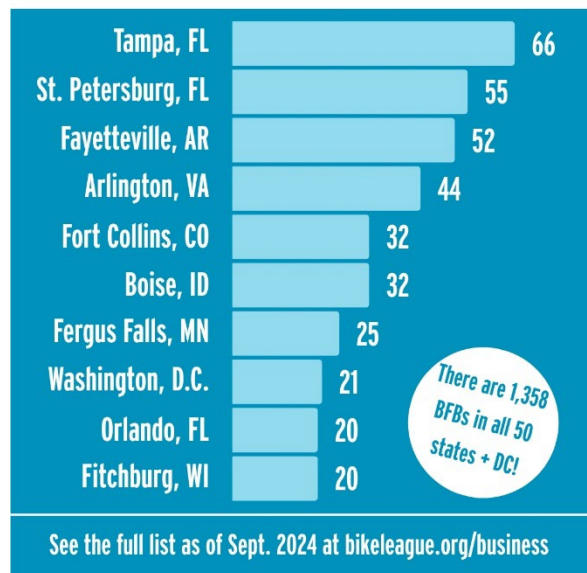
Bike Fitchburg and our partners on the Fitchburg Bicycle & Pedestrian Commission are proud that Fitchburg is still ranked tenth in the nation for the number of Bicycle Friendly Businesses per municipality, despite the popularity of the program and increasing number of BFBs. Fitchburg is first in Wisconsin, outranking Madison and Milwaukee!

The Fitchburg awardees join a total of 1,358 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

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### WHICH CITIES HAVE THE MOST BICYCLE FRIENDLY BUSINESSES?



See the full list as of Sept. 2024 at [bikeleague.org/business](http://bikeleague.org/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 and renewing Bicycle Friendly Business is a commitment to something greater—community, sustainability, and well-being, to name a few. 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," said Bill Nesper, executive director of the League of American Bicyclists.

"Fitchburg is a competitive market for hospitality, so we are always looking for ways to distinguish ourselves," said Lexie Springer, General Manager of Seminole Tap. "We are proud to sponsor MadCity Velo Club, which holds monthly social rides and dinners here. This very Friday, Bike Fitchburg will use the Tap as the starting location for their annual fundraising ride, ¡Pick Me Up at the Border!, a nighttime gravel ride to the Illinois border and back on the nearby Badger State Trail."



MadCity Velo members prepare for a monthly social ride. July 16, 2024.



Start of the Dane-to-Dane-to-Dane Ride among the Great Dane's three Dane County pubs to benefit non-profit DreamBikes, October 6, 2013.

sticker, bike to the business, and show their helmet stickers when paying. Bicycle Benefits merchants sell helmet stickers for \$5 and the Wisconsin Bike Fed, our state-wide advocacy organization, sends a sticker to every member annually.

Both businesses benefit from nearby stations for Madison BCycle, an e-bike sharing system serving Madison and Fitchburg, and are on the Fitchburg Greenway System, the city's extensive system of off-street, multi-use paths. The Great Dane is served by the Capital City State Trail and the Fish Hatchery

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A local Madison institution for thirty years, the Great Dane has embraced the bicycle culture that runs so deep in Dane County. The company encourages bicycling as a transportation option and provides amenities such as bicycle parking and incentives such as Bicycle Benefits.

Both the Great Dane and Seminole Tap participate in Bicycle Benefits, a national network of retail establishments that give discounts to patrons who purchase a helmet

Greenway. The Seminole Tap is adjacent to the Seminole and McKee Greenways and the Badger State Trail. The Great Dane is also next door to Wheel & Sprocket, Fitchburg's bike shop.

"Cities *must* be sustainable, economically, socially, and environmentally—they can't just go out of business if they perform poorly," said Julia Arata-Fratta, Mayor of Fitchburg. "That's why bicycling has such a big role in the city's new sustainability plan. I am grateful that the Great Dane and the Seminole Tap are helping to normalize bicycles for transportation and encourage our other businesses to follow their lead."

As part of the BFB network, Seminole Tap and the Great Dane Pub 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 <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](mailto: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 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. <https://fitchburgwi.gov>

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## **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>.