



## MEDIA RELEASE

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# Five New Bicycle Friendly Businesses in Fitchburg City Climbs the National Leaderboard to Sixth

**Fitchburg, Wis.** – Today, the League of American Bicyclists recognized five Fitchburg organizations with Bicycle Friendly Business (BFB) awards, earning them a place alongside more than 1,100 organizations across the country contributing to the movement to build a more Bicycle Friendly America for everyone.

🏛️ [Memorial United Church of Christ](#), a “Creation Justice Congregation engaged in eco-faith and eco-justice activities”, received a prestigious Gold Award, one of only 220 nationally.

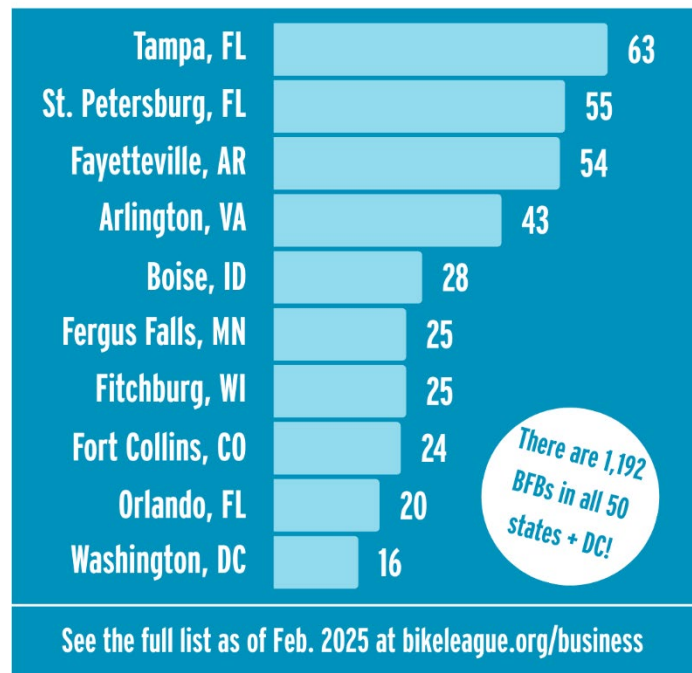
The rest of Fitchburg’s new awardees received Bronze awards:

- 🏛️ [Irish Fields](#) apartments, “A place to call home”
- 🏛️ [Me & Julio](#) TexMex restaurant, “Where Strangers Become Friends and Friends Become Family”
- 🏛️ [The Rusty Bee Lounge](#), “A local space to gather for some company, refreshments, and some entertainment”
- 🏛️ [Summit Credit Union Fitchburg branch](#), “We want to build a better, more equitable world and fulfill our mission of Dreams enabled”

“Bikes mean business, and Bicycle Friendly Businesses are proving it,” said Bill Nesper, executive director of the League of American Bicyclists. “When organizations support biking, they’re investing in healthier employees, more engaged customers, and stronger communities. Businesses like these in Fitchburg are leading by example, showing that making biking safer and more accessible isn’t just good for individuals—it’s a catalyst for thriving local economies.”



## WHICH CITIES HAVE THE MOST BICYCLE FRIENDLY BUSINESSES?



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Bike Fitchburg and our partners on the Fitchburg Bicycle & Pedestrian Commission are proud that with 25 Bicycle Friendly Businesses, Fitchburg has risen to a tie for **sixth** in the nation for the number of BFBs per municipality. Fitchburg remains first in Wisconsin, outranking Madison and Milwaukee.

The Fitchburg awardees join a total of 1,122 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 organizations for their ongoing efforts to champion cycling both within their workplace and in the world around them."

When the sustainability committee of Memorial United Church of Christ (UCC) identified bicycling as a pillar of its plan for stewardship of earth and its peoples, there was no turning back. Members organized Pedal Palooza with neighbors and partner organizations, including a bike rodeo by local League Cycling Instructors, food cart, displays on electric vehicles and low-carbon commuting, and a neighborhood ride. The congregation holds an annual "blessing of the bikes" in May, and the bike racks are overflowing for Sunday service in good weather and are slated for expansion.

"I was not surprised by the vigor with which our Green Team took to promoting biking," said Co-Pastor Kris Gorton, who frequently rides to the church herself. "It makes perfect sense. Biking brings us closer to God's creation and to each other. We lighten our footprint on the earth when we bike for transportation. I am so glad we started down this road, literally!"

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

The Rusty Bee Lounge participates in [Bicycle Benefits](#), a national network of retail establishments that give discounts to patrons who purchase a helmet 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. There are now ten Bicycle Benefits merchants in Fitchburg.

"Cities must plan for the long haul," said Julia Arata-Fratta, Mayor of Fitchburg. "That's why Fitchburg has embraced bicycling as a long-term investment in our community--enhancing transportation, public health, and quality of life while reducing congestion, pollution, and energy efficiency. I am grateful to these new awardees for helping to promote bicycling and inspiring other Fitchburg businesses to follow their lead."

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Fitchburg will celebrate its five new Bicycle Friendly Businesses 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, International Bike-to-Work Day. Community members and media are invited to McKee Farms Park



Fitchburg's Bike to Work Day and Bicycle Friendly Business celebration, May 17, 2024

at 7:00 a.m. that day for photo opportunities, interviews, and the short bike ride to City Hall on the Fitchburg Greenway System.

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 <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>

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## **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](http://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](http://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](http://www.bikeleague.org).