



OUR MISSION

Bike Easy makes bicycling easy, safe, and fun for everyone in Greater New Orleans

BIKE EASY APRIL CHALLENGE

The **Bike Easy April Challenge** is an initiative to encourage more people to ride and celebrate Greater New Orleans in a month long challenge! The Bike Easy April Challenge has something for everyone, from new riders to people that ride every day.

GET INVOLVED - DONATE A PRIZE!

Donating a prize for the Bike Easy April Challenge is a great way to engage your brand with a diverse audience of engaged, locally-and-civic-minded individuals.

You'll also be supporting the benefits of better biking, economic development, public health, social equity, environmental well-being, and quality-of-life for our region.

PRIZE DONOR BENEFITS

- Prizes are in-kind contributions to Bike Easy, a 501c3 non-profit, and the value may be tax deductible.
- Donations over \$150 gets your organization one step closer to being **Bike Easy Certified**.
- Receive recognition on **bikeeasy.org** and **lovetoride.net/bikeeasy**.
- Promotion at safety workshops and commuter support events in leading up to and during Bike Easy April Challenge.
- Logo placed on "Prizes" page for the Bike Easy April Challenge, email acknowledgment, and social media posts to our audience.

BY THE NUMBERS

8,000+ person
email list

7,500+ Facebook
followers

All Time April Challenge
Participants
4,000+ Individuals
286 Organizations

3,700+ Twitter
followers

3,300+ Instagram
followers



bikeeasy

APRIL CHALLENGE

2023

CHALLENGE DETAILS

The Bike Easy Challenge is supported by **Love to Ride**, an innovative web platform and app that helps get more people riding bikes. It's easy to join the fun - just ride a bike at least once for 10 minutes in April!

Individuals and workplace teams, each lead by a **Challenge Champion**, compete to see who can get the most people participating.



"It is wonderful to find a community of New Orleanians passionate about exercise and who also advocate for safety and awareness to make our city even more bike-friendly."

Rachel Hammer - Bike Easy Challenge 2018, Top Commuter

PRIZE DETAILS

The Bike Easy April Challenge uses prizes from local supporters as one way to encourage people to participate. It's a great way for bicycle-friendly businesses to show their support for the bike community, or get businesses engaged with the bike community in New Orleans. Just about **anything can be a great prize**. Weekly random drawings & top prizes are given in various categories, to individuals and to teams, throughout the Challenge. Years past have included everything from bike lights to a frozen yogurt party.

THANK YOU TO OUR PREVIOUS DONORS

A Bicycle Named Desire • Ace Hotel • Anyime Fitness • Audubon Nature Institute • Avenue Cafe • Bayou Bicycles • Bicycle Michael's • Bicycle World of Louisiana • Big Freedia • Blaze Pizza • Brady's Wine Warehouse • BYOBikes • Cajun Pride Swap Tours • Center for Hope • Daddy's Donuts • Cold Stone Creamery • Flambeaux Tours • Friends of Lafitte Greenway • Healing Nature Accupuncture • Herrman-Grima + Gallier • Nature Accupuncture • NOMA • Higher Power • Juan's Flying Burrito • Pagoda Cafe • Reginelli's • Second Line Brewing • Tchoup Bags • Velvet Cactus • Where Ya' Rack? • WWII Musuem

