

FOR IMMEDIATE RELEASE

October 4, 2017

Contact: Hailey Bossert, hailey@gomixte.com, 858-437-2654

TODAY: Industry Leaders to Brief Congressional Staff on Importance of Bikeshare

Six female transportation experts to inform Capitol Hill of bikeshare's impact on livable communities

WHAT: Six of the brightest minds in bikeshare will convene in Capitol Hill to educate congressional staffers on the significant role bikeshare plays in transportation. Representing the [North American Bikeshare Association \(NABSA\)](#), these women will provide an overview of the industry, highlighting the growth of bikeshare in 2017 and trends seen throughout the U.S.

As directors and program managers for bikeshare systems across the country, they will offer detailed examples of the positive impacts seen in their communities since introducing bikeshare. They will also address any concerns surrounding dockless systems and provide insight into the evolving nature of the bikeshare industry.

WHY: Bikeshare positively impacts communities by reducing traffic congestion, completing public transit networks, offering an easy and affordable exercise option, providing low-cost and efficient transportation and increasing economic development. Bikeshare connects people to resources and opportunities that make a city great.

These leading women from around the country are advocating for bikeshare so every person has access to transportation to live better, healthier lives.

WHO:

- North American Bikeshare Association Executive Director Samantha Herr
- [PeopleForBikes](#) Director of Government Relations Katy Harnett
- [North American Bikeshare Association board members:](#)
 - Dianna Ward, [Charlotte BCycle](#)
 - Kristen Camareno, [Fort Worth Bike Sharing](#)
 - Kären Haley, [Pacers Bikeshare](#)
 - Kim Lucas, [Capital Bikeshare](#)
- Staffers for House of Representative members

WHEN: Wednesday, October 4 at 2 p.m. EST

WHERE: 121 Cannon House Office Building (27 Independence Ave SE, Washington, DC 20003)

###

NORTH AMERICAN BIKESHARE ASSOCIATION: Founded in 2014, [NABSA](#) is the member-driven non-profit organization of and for the bike-sharing industry in North America. NABSA's mission is to provide support for the bikeshare community and accelerate the growth of bikeshare systems across North America and the world.