

**FOR IMMEDIATE RELEASE**

**June 13, 2018**

**Contact:** Hailey Bossert, [hailey@gomixte.com](mailto:hailey@gomixte.com), 858-437-2654

**Media Invite: Industry Leaders to Host E-Bikeshare Pedal-bration**

- *North American Bikeshare Association to host virtual press event to discuss benefits of e-bikeshare*
- *JUMP Bikes to lead corresponding community e-bikeshare rides across the country to celebrate industry innovation*

**WHAT:** With e-bikeshare technology on the rise, the [North American Bikeshare Association \(NABSA\)](#) will hold a virtual press event and nationwide e-bikeshare ride to celebrate this innovation.

To commemorate the benefits of e-bikeshare on a local level, JUMP will lead community rides in select cities.

**WHY:** E-bikeshare is growing in popularity due to its ability to make bicycling accessible to people who otherwise would not choose or be able to ride a bike – older people, professionals who do not want to sweat in their work clothes, people with longer commutes and people with varying levels of physical fitness. E-bikeshare has the potential to reach more people in more communities across North America.

**WHO:**

- [North American Bikeshare Association](#)
- Bikeshare leaders and e-bikeshare experts such as:
  - Ryan Rzepecki, CEO of [JUMP](#)
  - Russell Meddin, Creator of the [Bike-Sharing World Map](#)
  - Alex Logemann, Director of State and Local Policy of [PeopleForBikes](#)
  - Julie Wood, VP Communications and External Affairs of [Motivate](#)
  - Joannah Burkhardt, General Manager of [Shift/Bike Chattanooga](#)

**WHEN:** Wednesday, June 27

- Virtual press conference: 1 p.m. EST/10 a.m. PST
- JUMP community ride: 1:30 p.m. EST/10:30 a.m. PST

**RSVP:** To RSVP to attend the virtual press event or to find the location for an e-bikeshare community ride near you, please contact:

- Hailey Bossert: [hailey@gomixte.com](mailto:hailey@gomixte.com), 858-437-2654
- Angela Rivera: [angela@gomixte.com](mailto:angela@gomixte.com), 619-254-3818

###

**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.