



EAST BAY BICYCLE COALITION

POST OFFICE BOX 1736 OAKLAND, CALIFORNIA 94604

www.ebbc.org

Dear East Bay Bicycle Shop Owner,

I'm writing to invite your business to support the East Bay Bicycle Coalition (EBBC), the Bay Area's oldest bicycle advocacy organization. Here's the deal:

EBBC Supporting Businesses get free promotion in the following ways:

- in every issue (11/year) of EBBC's award winning newsletter, *rideOn*
- on the "Member Shops" page at www.ebbc.org,
- to buyers of EBBC's popular maps (your location is depicted).

In addition, supporting shops will receive an attractive, non-adhesive "**EBBC Supporter**" **window sticker** to show your customers that you support EBBC.

EBBC Supporting Businesses agree to **offer discounts to EBBC members** (typically 5-15% on accessories and parts only, but it's up to you); the label on a copy of a recent issue of *rideOn* will identify a current member.

That's it!

Since 1972, the EBBC has steadily increased the **clout of bicyclists** throughout 33 cities in Alameda and Contra Costa counties. With over 1000 members, plus representatives in 16 bicycling clubs and organizations, our **coalition** is well poised to help build a **strong and sustainable environment for bicyclists** that **includes your shop**. Each of our accomplishments has created an atmosphere more conducive to owning and riding a bike in the East Bay. We continually work to improve access and safety for all bicyclists, while defending "existing bicyclist habitat" from loss through unwise transportation planning. This encourages more people to ride their bikes more often. Our success in getting governments to plan for bicycle facilities and \$\$\$ millions in bicycle facility funding guarantees continued implementation of projects over the next 20 years that will promote bicycling. Through such efforts, the EBBC seeks to make the East Bay one of the best places in the country to bicycle. **Please join us** in building a strong base for bicycling in the East Bay and **let us help promote your business**.

To become an EBBC Supporting Business, complete and return the enclosed form. If you have any questions, please feel free to contact me.

Thanks for your consideration,

Robert Raburn
Executive Director
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TO PROMOTE BICYCLING AS AN EVERYDAY MEANS OF TRANSPORTATION AND RECREATION