



URBAN ADVENTOURS
BOSTON BICYCLE TOURS & RENTALS

For Immediate Release

June 18, 2009

Contact:

Danielle Tarloff

Urban AdvenTours

(617) 670-0637

danielle@urbanadventours.com

Urban AdvenTours launches Urban Bike Share program

Urban Bike Share membership provides valuable resource to Boston area businesses and residents

BOSTON - Urban AdvenTours is thrilled to announce the launch of its Urban Bike Share program. This membership based program will allow locals to experience the joy of cycling without owning a bike. In exchange for 'Bike Buck' vouchers, members can rent comfortable hybrid, high-end road, or kid's bicycles for 24 hours with helmet, lock, and map included. This high value package comes with plenty of other benefits.

Membership in the Urban Bike Share includes:

- 10 or 22 Bike Bucks.
- Free guided tour of Boston to teach members the ins and outs of city riding.
- Discount on registration for Hub on Wheels.
- Donation to Livable Streets Alliance, Hub on Wheels, MassBike and Bikes Not Bombs.
- Discount on merchandise, tours, additional Bike Bucks and rental accessories.
- Lifetime discounted membership with Zipcar.
- E-newsletter full of updates on local bike events.

The program has two tiers, 3-Speed and 10-Speed, with the 10-Speed level providing more Bike Bucks. Urban AdvenTours can provide any rental accessories, from fenders and lights to car racks and child seats. Plus, their shop is full of all the apparel and gear any new rider could need.

Urban Bike Share is attracting attention from many different riders. Some are neighborhood families looking to go for occasional rides without the hassle of storing bikes in small apartments, some are avid bikers with frequent out of town visitors, and some are new cyclists or triathletes who want to explore the sport without investing in an expensive road bike.

"We feel that our Urban Bike Share will provide a valuable resource to Boston's cycling community," said Chief Wheel Officer and owner Andrew Prescott. "Our program doesn't just put people on bikes, but we instruct riders how to safely navigate the city with our free tour and knowledgeable guides and staff. I've always tried to encourage more people to ride with this business, and I think this program will help that goal."

Urban AdvenTours is located in the North End near Faneuil Hall and Long Wharf. Since 2004, the company has been promoting bicycling in Boston through bike rentals and guided tours. With their Urban Bike Share and new shop downtown, they are doing more than ever to make Boston sustainable and bike-friendly.