



News Release

CITY MANAGER'S OFFICE

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Highland Village Sponsors DCTA and NCTCOG's Bike Everywhere Challenge

Highland Village is proud to sponsor the 2017 Bike Everywhere Challenge which is hosted by the Denton County Transportation Authority (DCTA) and the North Central Texas Council of Governments (NCTCOG). The Challenge is designed to encourage people to ride their bike instead of driving their car during the month of May which is National Bike Month. This free challenge is open to all Denton County residents to enjoy the benefits of biking while also getting a chance to win cool prizes.

The challenge starts Monday, May 1, and ends on Wednesday, May 31. Each participant must create a free account on NCTCOG's Try Parking It website, join DCTA's Bike Everywhere Challenge and log their bike trips to be eligible to win the challenge prizes.

The three participants with the most bike trips logged at the end of the challenge will win the following top prizes provided by DCTA's three member cities – Denton, Lewisville and Highland Village – who have sponsored the challenge:

- 1st Place – \$150 gift card to Cadence Cyclery and sponsorship swag
- 2nd Place – \$75 gift card from Denton Bicycle Center and sponsorship swag
- 3rd Place – Two VIP tickets to the 2017 Lewisville Western Days Festival (\$500 value) and sponsorship swag



"We're excited to partner with NCTCOG and our three member cities to host the Bike Everywhere Challenge this May to celebrate National Bike Month," said Jim Cline, DCTA President. "Our goals for this challenge is to encourage all Denton County residents to ride their bike as alternative transportation to help increase their physical activity and reduce their carbon footprint."

All participants must log their bike trips by Monday, June 5, to be counted toward the challenge. Participants who don't win the top three prizes will still be eligible to win prizes for NCTCOG's Try Parking It rewards program.

For more information about DCTA's Bike Everywhere Challenge, visit BikeDCTA.net.