



Contact: meghan@bikeleague.org
Communications Director
League of American Bicyclists
202.822.1333

September 14, 2011

West Windsor Township is named a Bronze Bicycle Friendly Community by the League of American Bicyclists

Washington, D.C. – September 14, 2011 – The League of American Bicyclists named West Windsor Township as a Bronze Bicycle Friendly Community (BFC) during their 2011 Fall awards announcement. “The League congratulates West Windsor and all of our BFC winners for implementing successful, long-term bicycle plans and programs that provide quality of life improvements for their citizens,” said League President Andy Clarke. “Even in tough economic times it is clear that cities are choosing investment in bicycling as a key to building the places people want to live, work and visit.” These awarded communities now bring the total of BFCs across the country to 190 in 46 states.

The BFC award recognizes West Windsor’s commitment to improving conditions for bicycling through investment in bicycling promotion, education programs, infrastructure and pro-bicycling policies. The BFC judges were particularly impressed with West Windsor’s capital programs including its sidewalk and bicycle lanes extension programs and its supportive Bicycle and Pedestrian Alliance which provides education and other forms of community outreach.

“We are proud of the roadmap that the Bicycle Friendly Community program provides and how West Windsor is using it to build a Bronze level BFC,” said Bill Nesper, Director of the League’s Bicycle Friendly America program. “We are inspired by the tireless efforts of individuals and groups, from everyday cyclists to city leaders to build great communities for bicycling.”

Mayor Shing-Fu Hsueh said, “I am grateful for this recognition and the continued support of the West Windsor Bicycle and Pedestrian Alliance (WWBPA). The WWBPA spearheaded the application with their members and were supported by Township staff from Engineering, the Police, and Public Works. It should be noted that with this award, West Windsor becomes the first municipality to have this designation at any level in the State Of NJ. It recognizes what we are doing as a Township in the area of pedestrian and bicycle safety. Congratulations to all.”

The BFC program is revolutionizing how communities evaluate their quality of life, sustainability and transportation networks, while allowing them to benchmark their progress and work toward improving their bicycle-friendliness. The application to become a BFC is rigorous and an educational tool in itself; currently there are 190 of the 490 total applicants that have a BFC four-year designation. The renewal process and four levels of the award – platinum, gold, silver and bronze – provide a clear incentive for communities to continuously improve.

To apply or learn more about the free BFC program, visit the League online at bikeleague.org/community.

About the Bicycle Friendly America Program

The Bicycle Friendly Community, Bicycle Friendly State, Bicycle Friendly Business and Bicycle Friendly University programs are generously supported by program partners Bikes Belong and Trek Bicycle’s One World, Two Wheels Campaign. To learn more about building a Bicycle Friendly America, visit <http://www.bikeleague.org/programs/bicyclefriendlyamerica/>

The League of American Bicyclists promotes bicycling for fun, fitness and transportation, and works through advocacy and education for a bicycle-friendly America. The League represents the interests of America's 57 million bicyclists, including its 300,000 members and affiliates. For more information or to support the League, visit www.bikeleague.org.

###