

MEDIA ALERT

DEMONSTRATION RIDER SAFETY VISIBILITY BICYCLE RIDE FROM NORTH PARK MAIN STREET TO BALBOA PARK/DECEMBER NIGHTS On FRIDAY, DECEMBER 1

San Diego Community & Civic Leaders, San Diego Climate Action Campaign and Bicycle Advocates to Ride State-of-the-Art Electric Bikes, Outfitted with Latest in Technology Designed to Keep Riders Safe and Visible — Alternative Transportation to One of San Diego's Biggest Events

SAN DIEGO — November 29, 2017 — Community Leaders will join bicycle and environmental advocates on Friday, December 1 in a special event designed to showcase the latest in high-tech electric bicycles and Rider Safety Visibility (RSV) technology in a round-trip group bicycle ride from North Park to December Nights in Balboa Park. The event will begin at 4:00 p.m. at North Park Main Street Association, [3939 Iowa Street](#), with comments from event managers and officials, followed by a round-trip group bicycle ride designed to demonstrate alternative transportation to one of San Diego's biggest events — December Nights, which draws over 350,000 people during the two-night holiday celebration.

Officials will transport on state-of-the-art electric bicycles with integrated front and rear lights, outfitted with the latest in new rider safety visibility technology, including LED helmets with integrated brake and turn signals; day and night time running lights; high visibility clothing and commuter bags; and other RSV technologies that are effective at ensuring that bicyclists increase their visibility in an era of distracted driving.

The event supported by a number of electric bike brands, including Stromer, e-JOE Bike, BULLS Bikes, Oyama Bicycles, as well as visibility and safety products from Stromer, NiteRider, Lumos Helmets, Ortlieb Bags, Shower's Pass, Safety Skin, OTTOLOCK, ArroWhere, to name a few.

The riders will include representatives of various civic organizations, San Diego Climate Action Campaign, as well as bicycling and environmental advocates, and the general public.

"Riders interacting with traffic in an era of increasingly distracted drivers remain a huge concern for us all. We'll present some highly effective and visible options for riders to stack the deck in their favor in terms of being better seen during the day and night. The event is to showcase pedal assist electric bicycles and their unique ability to conquer our geography with little effort and no sweat providing a viable option for San Diego commuters, recreation cyclists and those interested in reducing car trips, traffic and congestion," said Ed Clancy, co-founder of Rider Safety Visibility.

“Day and nighttime running lights and bright colored clothing are imperative in today's digitally preoccupied world because they increase cyclist visibility and save lives,” said Michael Bomberger of EBCyclingLaw, an RSV event sponsor. “The Rider Safety Visibility movement is for all ages and is committed to preventing injuries and saving lives by educating all levels of riders throughout San Diego and the United States.”

Event Details:

- **RSV Event Mission: Show off the next generation of Rider Safety Visibility cycling safety features in support of alternative transportation to December Nights**
- **Friday, December 1, 2017**
- **4:00 p.m. Start: Comments by elected officials and civic leaders at North Park Main Street Association, [3939 Iowa Street, San Diego, CA 92104](#):**
- **Ride starts from NPMS 4:30 p.m., ride time 45 minutes.**
 - Route: south on 30th Street, right on Upas, West on Pershing Drive, North on Florida Street, West on Zoo Place, South on Park Blvd to Presidents Way.

Provided to participants:

- **Pedal Assist Electric Bicycles**
- **Lumos LED Helmets**
- **Latest in Reflective or Lighting gear**
- **Ride leader**

About Rider Safety Visibility

This event is produced by Rider Safety Visibility (RSV) Time To Be Seen, in partnership with California Bicycles, EBCyclingLaw.com and NiteRider. RSV was created to improve rider visibility by creating programs that tie together companies, bicycle advocates, alternative transportation, climate action, and business and community leaders. For more information, www.ridersafetyvisibility.com

CONTACT: Kim A. Merrill — [619-857-2782](tel:619-857-2782)