



NEWS RELEASE

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Travel Portland Earns Bronze Bicycle Friendly Business Designation

The [League of American Bicyclists](#) recently announced that [Travel Portland](#), the city of Portland's official destination marketing office, has earned a bronze-level Bicycle Friendly Business (BFB) designation. In September, Travel Portland was one of 45 businesses nationwide acknowledged by the League as examples of companies whose "best practices and innovations in bicycle friendliness inspire and encourage their peers."

The BFB program, which debuted in 2008, identifies socially responsible businesses that promote healthy, happy, green workplaces and strive to create a bicycle-friendly environment for their workers. "Businesses across the nation are rising to the challenge of reducing their carbon footprint and improving the health of their employees - we are excited to be able to provide a roadmap to help achieve both these goals, and to recognize those companies that are leading the way," said Andy Clark, president of the League.

Travel Portland encourages bicycle commuting by participating in the annual [Bike Commute Challenge](#), and it allows staff members to bring their bikes into the office. The association also earned BFB points thanks to its location: the building in which Travel Portland's offices are located provides covered bicycle parking and has showers/locker rooms available for cyclists; it is also located on a street with a designated bike lane.

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 on the League, visit www.bikeleague.org.

Travel Portland is the official destination marketing organization for Portland and the Greater Portland Region. Its mission is to strengthen the local economy by marketing the metropolitan Portland area as a preferred destination for meetings, conventions and leisure travel. For more information on Travel Portland, visit www.travelportland.com. ###