

## PRESS RELEASE – FOR IMMEDIATE RELEASE

### Bike on Fig to CicLAvia with BikeSafe USC on October 18!

Los Angeles, CA October 9, 2015. **BikeSafe USC**, a coalition of campus groups with assistance from the City of LA and Metro, is uniting students, faculty, staff and community to promote bike safety in anticipation of new protected bicycle lanes on Figueroa. Formed this summer from a growing list of **University of Southern California** faculty, staff and student groups, the coalition is highlighting the need for improved bicycle safety through education and infrastructure improvements.

The BikeSafe USC campaign kicks off at 1:30pm on Tuesday afternoon, Oct. 13 with outreach around Trousdale Parkway and the Tutor Campus Center for the upcoming Bike on Fig to CicLAvia Event on Oct. 18. The outreach effort is coordinated by the USC Bicycle Coalition with the Environmental Students Assembly, and Associated Students of Planning and Development. The USC Department of Public Safety will set up a table to provide on-site bicycle registration, and representatives of the popular LA “Open Streets” event called CicLAvia will be present.

USC and community cyclists of all ages and levels of ability are invited to gather at 9:30 am on Sunday October 18 at Pardee Plaza at the south end of Trousdale for the Ride on Fig to CicLAvia with Bike USC Event. Bike skills training will be offered to help cyclists master skills like scanning, signaling, merging and turning left, which can be tricky on busy urban streets. Free bicycle lights from USC Student Wellness, bike safety guides and bike maps from the City of LA and Metro will be available as well. Bike riders will head off at 10:30 on Trousdale Parkway to Jefferson, and on Figueroa to the CicLAvia event at 7<sup>th</sup>. Riders will then be free to explore the Heart of the City CicLAvia event. CicLAvia features car-free “open streets” through downtown to Chinatown, Little Tokyo, East L A and MacArthur Park, among other attractions. Return to the USC campus after exploring CicLAvia is suggested via Metro light rail to USC/Exposition station, since bicycles can be taken onto the trains. See [www.cicLAvia.org](http://www.cicLAvia.org) for route and additional information on the October 18 event.

Among bicycle and pedestrian improvements coming to the USC campus area is the long awaited My Figueroa project, with construction scheduled for 2016. The project includes protected bicycle lanes which separate cyclists from moving traffic, transit islands to facilitate bus movements, and wider and safer sidewalks. See [www.myfigueroa.com](http://www.myfigueroa.com) and [www.bikesafeusc.org](http://www.bikesafeusc.org) for updates and further information.

For more information:

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