

March 8, 2018

Dear Friends,

Lincoln's new bike share is here! Ready to transport members of the community in a new and exciting way throughout the city. BikeLNK is the first of its kind for the Capital City, providing an active transportation alternative for our residents and visitors.

Now that is something to celebrate! Please plan to join us for the Launch Day festivities and Ribbon Cutting ceremony on Friday, April 6th!

The celebration will begin at the Lincoln Community Foundation & Gardens at 215 Centennial Mall South at 4pm. Sarah Peetz, VP of Community Outreach at LCF, will be our event emcee. Introducing opening remarks by Barbara Bartle, LCF President, BikeLNK and event sponsor. Mayor Chris Beutler will then address the crowd with remarks and well wishes. We will also hear from a several of our proud sponsors of the new bike share program, Spreetail, University of Nebraska-Lincoln, and Blue Cross Blue Shield of Nebraska. Closing remarks by Todd Ogden of the Downtown Lincoln Association round out the speaker presentation of our dual location event.

First ceremonial BikeLNK bike fleet checkout!

Riders and bikes will be lined up at 4:45pm, on Centennial Mall South & N street, to head down the N st Cycle Track as a group ride down to The Railyard on Qst & Canopy Dr.

The celebration continues from 5pm-6:30pm, in The Railyard with music, along with "How to" BikeLNK videos looped on The Cube, and booths of interest and support of cycling in Lincoln. Enjoy some complementary light hors d'oeuvres, mingle with the crowd, and patronize one of the many fine restaurants and establishments in The Railyard on a wonderful Friday evening in the Midwest.

Our Capital City and The Good Life State of Nebraska are rapidly becoming a modern model for a healthy community and a shining example for alternative forms of transportation in the United States of America.

Please join us on April 6th to celebrate this exciting bike sharing method of transportation!

Sincerely,

The BikeLNK Team