



TO: NEWS PRODUCERS, ASSIGNMENT EDITORS, REPORTERS

INTRODUCING CITI BIKE, THE LARGEST BIKE SHARE SYSTEM IN THE U.S.:

New York's Newest Method of Transportation May Be Key to a Healthier City

FREE HARD COPY OF THE 60 SECOND AUDIO NEWS RELEASE AVAILABLE ON CD OR AS AN MP3. PLEASE CALL 1-800-653-5313, EXT. 3 OR EMAIL RADIO@MULTIVU.COM

STORY INFORMATION: THIS MULTIVU REPORT IS BROUGHT TO YOU BY CITI BIKE.

WITH OVER 300 STATIONS AND 6,000 BIKES ACROSS NEW YORK CITY, CITI BIKE IS POISED TO CHANGE HOW NEW YORKERS COMMUTE BY OFFERING A HEALTHIER METHOD OF TRANSPORTATION. LAUNCHED BY MAYOR BLOOMBERG AND FUNDED BY CITIBANK, THIS NEW SERVICE WILL ALLOW COMMUTERS TO ENJOY THE HEALTHIER LIFESTYLE OF A CYCLIST WITHOUT THE HASSLE OF PERSONALLY OWNING A BIKE.

CYCLISTS ON AVERAGE LIVE TWO YEARS LONGER THAN NON-CYCLISTS. FOR EVERY EXTRA 30 MINUTES COMMUTERS DRIVE EACH DAY, THEY HAVE A 3 PERCENT GREATER CHANCE OF BEING OBESE THAN THEIR PEERS WHO DRIVE LESS. A 15-MINUTE BIKE RIDE TO AND FROM WORK, FIVE TIMES A WEEK, BURNS OFF THE EQUIVALENT OF 11 POUNDS OF FAT IN A YEAR.

MARTIN LONGFELLOW – CITIBANK PRESIDENT:

“We recognized an opportunity to enhance the lives of New Yorkers and become a unique part of the landscape and we are proud to bring it to life. New York City demands a world class bike system and we’re working to ensure that Citi Bike runs as flawlessly as New Yorkers would expect it to be.”

FOR MORE INFORMATION ON HOW TO START USING CITI BIKE TODAY, VISIT CITI BIKE NYC DOT COM.

AUDIO PROVIDED BY: MULTIVU.

**FOR MORE INFORMATION PLEASE CALL:
MultiVu, 1-800-653-5313, ext. 3**