



**TRANSPORTATION
ALTERNATIVES**



KIWI ENERGY

Kiwi Energy Becomes a Sponsor of Transportation Alternative's Bike Month

If you have noticed an influx of cyclists hitting the streets of New York this month it's credited to National Bike Month. Established in 1956, National Bike Month celebrates the many benefits of cycling and encourages everyone to get involved. In honor of National Bike Month, Transportation Alternatives is hosting a wide array of events, meant to engage new and seasoned cyclists alike. This year, Kiwi Energy is teaming up with Transportation Alternatives to become a sponsor of Bike month and promote the importance of bicycling in the city.

Each year, Transportation Alternatives celebrates Bike Month by curating a series of activities that highlight the benefits and importance of bicycling. This year that includes a Bike Commuter Challenge encouraging colleagues to band together in healthy competition, tracking their monthly miles. "The Challenge is the perfect way to introduce people to the joy of commuting on two wheels, and it also helps employers build a positive, healthy workplace culture that starts with employees having fun getting to work," said Paul Steely White, Executive Director of Transportation Alternatives. "As workers compete for the title of 'Bikingest Office,' they also get a new perspective on New York City streets and what needs to happen to make them safer for cycling."

Transportation Alternatives Bike Month events also include Bike to Work Day and the Bike Home from Work Party, with the latter celebrating everything there is to love about cycling. Vendors also come from all over the country to offer a wide array of products and activities that both engage and interact cyclists, young and old. Kiwi Energy will offer exclusive giveaways at the event to promote energy efficiency and present their environmentally conscious products.

"Transportation Alternatives has paved the way for some of the most remarkable changes to New York City's transportation infrastructure, from the exceptional growth of bicycling to the outstanding innovations made to New York City streets, it has led the fight in improving infrastructure citywide. Kiwi Energy is proud to be a sponsor in this year's Transportation Alternatives Bike Month and bring awareness to a more sustainable city." said Richard Booth, President of Retail Operations, Kiwi Energy.

Whether you bike to work or school, pump those pedals to preserve your health or the environment; National Bike Month is an opportunity to celebrate the unique power of the bicycle and the many reasons we ride.

About Kiwi Energy

Kiwi Energy is an energy retailer dedicated to providing innovative energy solutions for electricity and natural gas supply. We focus on environmentally conscious products backed by friendly and efficient customer service. As a company, we pride ourselves on transparency and our team is always happy to help with any questions about the energy industry or our services.

About Transportation Alternatives

With 140,000 active supporters and committees of activists working locally in every borough, Transportation Alternatives works to reclaim New York City streets for biking, walking and public transit. Since its founding in 1973, TransAlt has paved the way for remarkable changes in New York City's transportation infrastructure and culture, including the extraordinary growth of commuting by bicycle and the launch of Citi Bike. Through consistent and focused advocacy, TransAlt has advanced "complete street" redesigns with protected bike lanes, dedicated bus lanes and public plazas, and has also worked for more equitable Vision Zero traffic enforcement across the five boroughs, including speed safety cameras to protect children at every school.