



WASHINGTON AREA BICYCLIST ASSOCIATION

For Immediate Release:

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WABA Promotes Safe Cyclist Behavior with “Resolve to Ride Responsibly” Campaign, Including Online Pledge and Bike Ride

The Washington Area Bicyclist Association (WABA) is launching an effort to emphasize and promote safe cycling in the New Year by asking cyclists to resolve to ride responsibly in 2011. The campaign and renewed focus on cyclist behavior comes, in part, in response to the tragic death of Quan Chu, a pedestrian who was struck by a cyclist in November and subsequently died of his injuries.

“WABA is always working in the community and in area schools to provide safety education for cyclists and pedestrians,” says WABA Executive Director Shane Farthing, “but we felt that rather than avoiding the difficult issues raised by the death of a pedestrian due to a cyclist’s failure to yield appropriately, we should address the issue of riding responsibly as an opportunity to better educate WABA members, other cyclists and our community as a whole.”

The Resolution to Ride Responsibly, written as a New Year’s resolution to be taken by individual cyclists over the next month, encourages cyclists to ride more responsibly, respect the rights of other road users, make a good faith effort to follow the law, yield to pedestrians and help make bicycling safer and easier for all.

All who sign the pledge are also invited to participate in a Ride for Responsibility on January 8, 2011 at 10:30am. The ride, led by the DC Bike Ambassadors, will start in Adams Morgan at the corner of 18th St. NW and Columbia Rd. NW, in front of the Capital Bikeshare station. The ride will provide ample opportunities for riders to practice their responsible riding skills and act as cycling role models.

Area cyclists are encouraged to make the resolution and sign the pledge at www.waba.org/resolution, and to join WABA for the Ride for Responsibility to help usher in a safe and bike-friendly 2011.