University of La Verne Named a Silver Award Level Bicycle Friendly University by the League of American Bicyclists

Washington, D.C. – November 14, 2013 – Bicycling is on the rise, especially among the young people who are turning away from car ownership in large numbers. More and more people are getting on bikes instead, and colleges like the University of La Verne are leading the way in making riding safer and more convenient on campus.

Today, the League of American Bicyclists announced the latest round of Bicycle Friendly Universities (BFU) and the University of La Verne has been named a Silver Award level BFU.

"As our Bicycle Friendly University program grows, the promise for a more Bicycle Friendly America does, too. Colleges and universities propel our leaders of the future, and more and more of those students are choosing bicycles as their transportation option of choice," said Andy Clarke, President of the League of American Bicyclists. "We commend universities, like the University of La Verne, who are leading the way to a healthier, more sustainable future."

The BFU program is revolutionizing the way universities evaluate their efforts in sustainability, transportation options, and quality of life, while allowing administrators to benchmark their progress toward improving their bicycle-friendliness. With this impressive round, there are now 75 BFUs in 32 states and Washington, D.C. The Silver BFU award recognizes the University of La Verne’s commitment to improving conditions for bicycling through investment in bicycling promotion, education programs, infrastructure and pro-bicycling policies.

The program provides a roadmap to building a Bicycle Friendly University and the application has become a rigorous and educational tool, and the four levels of the award – platinum, gold, silver and bronze – provide a clear incentive for universities to continuously improve.

To apply or learn more about the free BFU program, visit bikeleague.org/university.

About the Bicycle Friendly America Program
The Bicycle Friendly Community, Bicycle Friendly State, Bicycle Friendly Business and Bicycle Friendly University programs are generously supported by program partner Trek Bicycles. To learn more about building a Bicycle Friendly America, visit www.bikeleague.org/bfa.

The League of American Bicyclists promotes bicycling for fun, fitness and transportation, and works through advocacy and education for a bicycle-friendly America. The League represents the interests of America’s 57 million bicyclists, including its 300,000 members and affiliates. For more information or to support the League, visit www.bikeleague.org.

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