



## MEDIA CONTACT

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## MEDIA ADVISORY - FOR IMMEDIATE RELEASE

### **TD FIVE BORO BIKE TOUR EARNS GOLD LEVEL CERTIFICATION FROM THE COUNCIL FOR RESPONSIBLE SPORT** *This Award Establishes Bike New York As A Leader In Sustainability And Responsible Event Production.*

Bike New York, the city's leading bike education non-profit, has been awarded gold level certification for its event, the TD Five Boro Bike Tour—America's largest charitable bike ride—from the Council for Responsible Sport, a non-profit that recognizes, through a rigorous certification process, the socially and environmentally responsible work event organizers are doing to make a difference in their communities. The certification was earned across all five categories designated by the Council For Responsible Sport, including planning and communications, procurement, resource management, access and equity and community legacy.

"Bike New York has demonstrated its integrity and leadership with the hosting of the TD Five Boro Bike Tour by aligning the entire event operation around stated principles of environmental stewardship and social justice. With this gold certification and all the initiatives that earned it, the event has set an example that we hope other hosts in the industry will be quick to emulate," said Shelley Villalobos, Managing Director of The Council for Responsible Sport.

"Being able to turn the iconic TD Five Boro Bike Tour into a leader in the growing movement of social and environmental responsibility is certainly one of our finest achievements," said Ken Podziba, President & CEO of Bike New York. "Reaching the Gold has been a real team effort, and we could not have done so without such committed partnerships from organizations and city agencies like GrowNYC and NYC Compost Project, and the support of our very green title sponsor, TD Bank. This certification encompasses everything we strive to be as an organization and as individuals; and I'd like to thank the Council for giving us this opportunity and for guiding us so brilliantly to do something that is so incredibly important for the environmental and social well-being of our planet."

## INTERVIEW

Ken Podziba, President & CEO of Bike New York

## RESOURCE

[Sustainability and Responsibility Highlights \(PDF\)](#)



## 2016 GOLD LEVEL CERTIFICATION HIGHLIGHTS

- Through partnerships with GrowNYC and NYC Compost Project, Zero Waste Stations were used at Bike Expo New York, Tour Rest Areas, and the Finish Festival to divert 91% of event waste from the landfill, including composting 6,000 lbs. of food waste.
- Green Team volunteers managed the Zero Waste Stations, ensuring that participants followed signage to place waste in the proper recycling, compost, and waste receptacles.
- 29,000 lbs. of leftover food were donated to City Harvest.
- Seventy percent of the food provided at the Tour was organic or locally sourced, including 24,000 apples from the New York State Apple Association and 90,000 Clif products including Clif Bars, Clif Organic Energy Food, and Clif Bloks.
- Used bike tubes were collected at Rest Area Bike Repair Stations to be upcycled into wallets and messenger bags.
- The Tour program was produced on paper that was sourced in an environmentally friendly, socially responsible, and economically viable manner, through the Forest Stewardship Council program.
- 10,000 Tyvek rider bibs were recycled through post-Tour collection efforts.
- The Start Line and Bike Expo New York were in transit-dense locations, making the events easily accessible by all.
- Through a partnership with DEP's NYC Water Program, world-renowned New York City tap water was available for riders, eliminating the need for disposable water bottles.
- With support from Clif Bar, more than 20,000 foil-lined food wrappers (otherwise bound for the landfill) were collected for upcycling through a program run by Terracycle.
- The Tour and the Bike Expo New York were ADA Accessible.
- Proceeds from the Tour fund Bike New York's free bike education programs for kids and adults. In 2015, Bike New York taught more than 17,000 New Yorkers how to ride safely and confidently.
- Outreach Teams engaged with NYC Community Boards in the Tour planning process, promoted Bike New York's free bike education programs in their districts, and encouraged community members to participate in the Tour as riders, volunteers, or spectators.
- TD Bank sponsored performers along the route, many of whom operate as non-profit organizations.
- TD Bank provided electricity from their branches, which comes from Green Mountain Energy, a renewable energy company, to power the performances along the route.



### **ABOUT BIKE NEW YORK**

Bike New York is 501(c)(3) nonprofit that provides free bike education programs throughout the five boroughs. In 2015 alone, they taught bike skills to more than 17,000 kids and adults. Funding for these programs comes from the organization's numerous annual events, including America's largest charitable bike ride, the TD Five Boro Bike Tour, and Bike Expo New York. [www.bike.nyc](http://www.bike.nyc)

### **ABOUT THE COUNCIL FOR RESPONSIBLE SPORT**

The Council's vision is a world where responsibly produced sports events are the norm and its mission is to provide objective, independent verification of the socially and environmentally responsible work event organizers are doing to make a difference in their communities. The current version of the Council's Certification standards (v.4.2) was developed by an outside working group of both sustainability and sport industry experts, reviewed by a wide range of stakeholders throughout 2013 and implemented in January 2014. [www.councilforresponsibleport.org](http://www.councilforresponsibleport.org)