

Tuesday, July 6 2010

**FOR IMMEDIATE RELEASE**

Contact: Joji Kumagai  
Executive Director  
Strathcona Business Improvement Association  
Office: (604) 258-2727  
Fax: (604) 258-2723

## 'Greening' Strathcona, one bike at a time

City funding will help bring dozens of decorative bike racks to the environmentally conscious business community

Vancouver BC—Strathcona is one step closer to achieving its goal of being the “Green Zone” of Vancouver thanks to the city's recent approval of a \$20,000 Green Zone Implementation grant. The money will go towards the installation of 20 brand new bike racks along main routes in the community including Hastings Street, Railway Street, Alexander Street and Powell Street. The bike racks won't just be there to promote a green commute to work, but add artistic flair to the expanding neighbourhood thanks to a local community artist. Strathcona Business Improvement Association Executive Director Joji Kumagai says the project, due to be complete by next Spring, will bring a visual message with it.

“Each bike rack will be decorated to identify them as part of the Green Zone of Vancouver's Downtown Eastside. The artwork will be affixed to each side of the rack, along with a key message about the environment and health benefits of cycling as a mode of transportation.”

The Strathcona BIA has been working hard over the last two years to promote 'green initiatives' in the community. Hundreds of business owners and commuters in the area already cycle to work and that's expected to climb when the bike racks are installed next year. While they are sure to have a lasting impression on commuters, the SBIA is excited about the positive impact the pieces of art will have on one of Vancouver's oldest neighbourhoods.

For more information please contact Joji Kumagai at (604) 258-2727

\*\*\*\*