



April 12th, 2021

**Press Release: La Crosse Neighborhoods, Inc. to Launch Drift Bike Sharing and Ride with the Media - Scheduled for April 15th at 4:30 pm at the Riverside North bike share station located by the La Crosse County Convention & Visitors Bureau (see included map).**

**Jacob Sciammas**

**DRIFT - La Crosse Bike Share Committee Chair**

**A Project of La Crosse Neighborhoods, Inc.**

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Drift Bike share is coming to the city of La Crosse, Wisconsin this April. Koloni, an Iowa based sharing company, and La Crosse Neighborhoods, Inc. have created a partnership to launch the program. A bike ride and demo with the committee, sponsors, and media is scheduled for April 15th at 4:30pm. Initially, 40 bikes will be located around the city at 8 designated docking locations sponsored by local businesses and institutions.

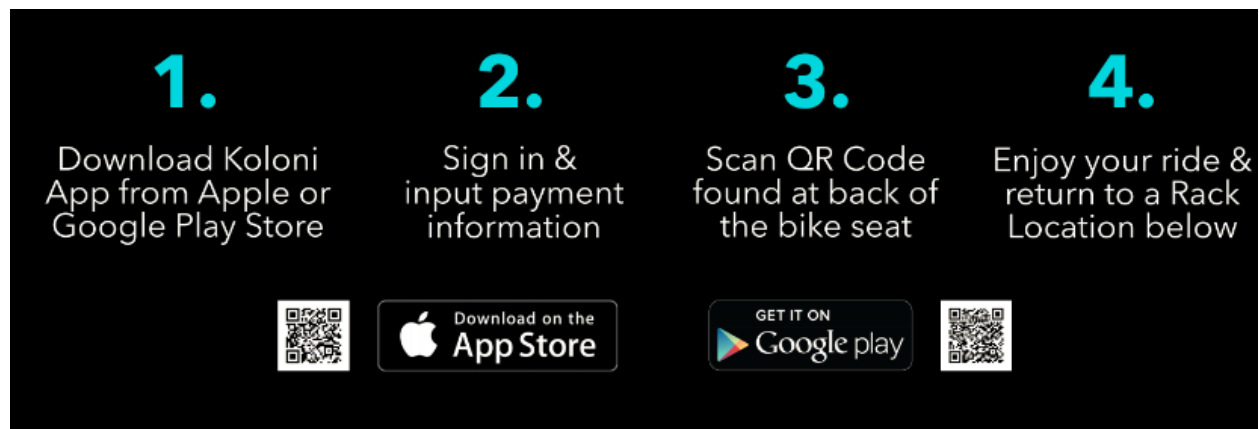
## Where to Find a Bike



The bike share will provide a new transportation option for residents and tourists with affordable memberships of either \$10 per month, \$25 per season, or \$50 per year. There is also an option to pay-per-ride, without a membership, for \$1 per 30 minutes.

New users get a free 60min ride, compliments of the sponsors, by entering referral code 57WLZ7 upon their first sign-up.

Users will be able to rent up to 5 bikes at a time from one account, ideal for families and small groups.



Keep an eye out for the orange racks and bikes that say “drift cycle” around town. On April 6th the bikes, racks, and signs were installed and the system has been available on a limited basis for beta testing and fine-tuning of the system prior to the April 15th Launch. Look for sponsored events and pop-up opportunities to test-ride a bike, share your experience, and refer others to try out a Drift Cycle.

Drift Cycle is a La Crosse community biking share project and an integral part of the transportation network, offering an easy-to-use, affordable bike rental program for residents, commuters, and visitors that contributes to the health and vibrancy of the community.

The project is currently made possible thanks to all the contributions from the City of La Crosse, La Crosse County, Beer By Bike Brigade, La Crosse Neighborhoods Inc., Cleary Family, LHI (part of OptumServe), City of La Crosse Parks, Recreation and Forestry Department, Western Technical College, La Crosse MTU, Explore La Crosse, La Crosse Area Chamber of Commerce, La Crosse Area Development Corporation, and Downtown Mainstreet.

Together the partners plan to encourage cycling through bike share, by hosting events, providing education, and improving access and safety. Drift welcomes additional partners and community members interested in joining our efforts to provide the benefits of bike share.

## **Summary**

**What :Drift Bike Share media ride**

**Where: Riverside Park La Crosse, WI**

**When: Launching April 2021 with media ride on April 15th at 4:30 pm**

**Who : Partners** – La Crosse Neighborhoods, Inc., City of La Crosse, La Crosse County, Beer

**By Bike Brigade**

**Sponsors** – LHI (part of OptumServe), Belle Square, Cleary Family, Hampton Inn, Courtyard by Marriott, City of La Crosse Parks, Recreation, & Forestry, Western Technical College, Explore La Crosse, La Crosse County, La Crosse MTU, La Crosse Area Development Corp., La Crosse Area Chamber of Commerce, Downtown Mainstreet Inc., Landmark by the Rivers and the Bicycle Pedestrian Advisory Committee of La Crosse.

*Benefits of Bike Share for the La Crosse Community include:*

- Contributing to vibrancy of the community
- Increasing flexibility in transportation
- Reducing road congestion
- Decreasing parking competition
- Creating greater safety for people walking and biking by supporting the bicycle pedestrian network

**The media is asked to please RSVP to ensure we have enough bikes available for use and demonstration. For more information, contact:**

*Jacob Sciammas*

*Chair - DRIFT, La Crosse Bike Share Committee*

*A Project of La Crosse Neighborhoods, Inc.*

*driftlax@gmail.com*

*608-571-3791*

*<https://www.koloni.me/drift>*

*FB: <https://www.facebook.com/driftcycle>*

*Insta: <https://www.instagram.com/driftlax/>*

*La Crosse Neighborhoods, Inc. (LCNI) is a 501(c)3 tax exempt non-profit corporation to advocate for initiatives and programs that protect, preserve, and improve all of the neighborhoods in the La Crosse area for all of the residents.*