



NEWS RELEASE

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Dairyland Power Awarded Bicycle Friendly Business Designation *Employees have biked over 3,000 miles commuting to work this summer*

LA CROSSE, WI— Dairyland Power Cooperative has been awarded a Bronze designation as a Bicycle Friendly Business (BFB) by the League of American Bicyclists. The award recognizes Dairyland's efforts to engage employees in a healthy lifestyle by biking (or walking) to work through its Active Commuting Program.

Dairyland's Active Commuting Program is funded by a state grant promoting active commuting in the workplace. Dairyland provides education on the personal, environmental and financial value gained by biking vs. driving through fun workshops, presentations and literature. Those who choose to walk or bike to work are eligible for generous incentives and perks, including gift cards, drawings for gear and free bike tune-ups. Employees keep a tally of their commutes and miles to qualify for the incentives.

Since Dairyland's Active Commuting Program launched earlier this summer, approximately 30 employees have biked to and from work for over 3,000 miles and have earned over \$1,000 in gift card incentives for their efforts. Dairyland also made infrastructure enhancements to benefit commuters, installing new lockers and bike racks, and providing a bike pump and taxi fare in case of emergency. Plans for covered bike parking are underway.

"We are happy to recognize Dairyland for their investment in bicycling as a vehicle for improved employee health, social responsibility and economic growth," said League President Andy Clarke. "Some of the most successful companies in the world are showing that investing in bicycling is not only good for health and sustainability but also the bottom line."

With headquarters in La Crosse, Wis., Dairyland Power Cooperative provides wholesale electricity to 25 member distribution cooperatives and 16 municipal utilities in four states (Wisconsin, Minnesota, Iowa and Illinois). For more information, please visit www.dairynet.com.

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 America's 57 million bicyclists, including its 300,000 members and affiliates. Visit www.bikeleague.org for more information.

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