



Capital Region Bicycle & Pedestrian Safety Campaign

# APRIL IS BIKE MONTH IN THE CAPITAL REGION

- ✓ All Parishes Asked to Proclaim April Bike Month
- ✓ Campaign Targets Local Events for Promotion
- ✓ April 15<sup>th</sup> is “Bike to Work Day” – Flyers Provided
- ✓ Safety Message Hand-outs Available for Each Parish
- ✓ Advertising Campaign Kicks Off



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## APRIL – MAY CALENDAR OF PROMOTIONS

- April 2** Adult Bicycle Education "Traffic Skills 101" @ Independence Park
- April 2** Kite Festival – **WEST BATON ROUGE PARISH**  
>Ads will run in West Side Journal
- April 6<sup>th</sup>** WAFB Job Fair @ River Center  
>Free Booth space to Promote Safety & Bike to Work Day
- April 9<sup>th</sup> – 10<sup>th</sup>** – Velo Louisiana Bike Festival @ Perkins Road BREC Park (BRASS)
- April 9<sup>th</sup>** Mayor's Family Bike Ride; First Annual Blessing of the Bikes @ St. Joseph's Cathedral – **EAST BATON ROUGE PARISH**  
**ALL PARISHES INVITED BY THE CATHEDRAL**  
>Ads will run in Advocate
- April 15<sup>th</sup>** Bike to Work Day in Louisiana
- April 17<sup>th</sup>** Music in the Park @ Jambalaya Park in Gonzales – **ASCENSION PARISH**  
>Ads will run in Ascension Parish News
- April 17<sup>th</sup>** Velo Verte Bike Ride for LA Earth Day Celebration (BRASS)
- April 30<sup>th</sup>** Spring Fest in Denham Springs – **LIVINGSTON PARISH**  
>Ads will run in Livingston Parish News



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## APRIL – MAY CALENDAR OF PROMOTIONS

- May 1<sup>st</sup>** FestForAll -- Velo des Artes Ride (BRASS)
- May 14<sup>th</sup>** Bike Fresh, Bike Local with Red Stick Farmers Market  
>Month-long Signage @ the Market  
>Live music, radio promotion , info available
- May 15<sup>th</sup>** Velo Baton Rouge History Ride (BRASS)
- May 21<sup>st</sup>** Boogie on the Bayou @ Plaquemine Waterfront Park –  
**IBERVILLE PARISH**  
>Ads will run in Plaquemine Post

### Other Media During April - June

- ✓ TV spot featuring Mike Bitton, LSU student hit on River Road
- ✓ Radio
- ✓ Outdoor – Billboard in Each Parish
- ✓ Transit – indoor signage with Pedestrian Safety Messages