

# 'We Cycle' to promote daily bicycle travel

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IPSWICH — The Cuvilly Arts and Earth Center wants to promote the already popular North Shore activity of bicycle riding, not only for recreation but for everyday travel.

"We want to encourage people to use bikes more often to run errands, rather than just driving everywhere," said Erika Gorgenyi, environmental education coordinator at the center.

So Cuvilly is holding its first bike-a-thon event Saturday to help raise money for "We Cycle," a new program that promotes bicycle riding as an alternative mode of transportation. The ride will take place on a scenic, 25-mile course starting and ending at Cuvilly.

The center runs a preschool and focuses on arts and environmental activities, so students "will grow up to be better stewards of the environment," Gorgenyi said.

"We Cycle" is a way to reach out and educate the greater community about bike riding. The program advocates more local bike lanes and bike racks around town, hosts workshops on bike safety, and organizes community rides. One goal is to encourage businesses to give incentives to those who ride their bikes to work, rather than driving.

## IF YOU GO

- **What:** Bike-a-thon for "We Cycle"
- **When:** Saturday, Oct. 27, 9 a.m.
- **Where:** Cuvilly Arts and Earth Center, 10 Jeffreys Neck Road, Ipswich
- **Registration:** 978-356-4288 or e-mail [info@cuvilly.org](mailto:info@cuvilly.org) or go to [www.cuvilly.org](http://www.cuvilly.org). Deadline to register is today.

The deadline to register for the bike-a-thon is Thursday. There is a minimum of a \$15 sponsorship or donation required to ride. All the money raised, by collecting sponsorships, will go toward "We Cycle" efforts. Each rider will receive a "We Cycle" T-shirt and energy bars.

Although the bike-a-thon is not a race, prizes will be provided by Ipswich Citizens Advocating Renewable Energy for the rider with the least carbon footprint getting to the race, the most motivated and the person who raised the most money.

For those who can't ride, there will be a bake sale to raise additional funds and other activities to promote alternative modes of transportation.

"Cycling is fun, and at the same time you can do something good for the environment," Gorgenyi said. "We are encouraging people to ride, sponsor or just come out."