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Bike the Byways Program Launched Promoting State Tourism

Denver (June 13, 2011)—A new program just launched to encourage tourism visits to all parts of our state. Bike the Byways, a joint Bicycle Colorado and Colorado Department of Transportation (CDOT) initiative, promotes bicycling along the state's 25 designated Scenic Byways routes.

"We hope this program will encourage folks to get out and visit areas of the state they may not have bicycled in before," said Dan Grunig, Executive Director of Bicycle Colorado. "We have such a vast array of geography and terrain here in Colorado that the byways really do provide something for everyone."

Colorado's designated byways are scattered throughout the state and incorporate both paved and gravel roads. Routes range from a short 19-mile ride near Sterling, to a breath-taking trip to the top of Mt. Evans, to a multi-day tour deep in the San Juans. Cyclists are encouraged to register for free on the Bike the Byways website (www.BikeByways.org) and check off each byway they complete, similar to the popular 14ers hiking checklist. Website visitors can also include their experiences and provide tips about the routes.

"My expectation is that this program will form a collaboration among bicyclists and local byway communities, as well as integrate the byway experience with bicyclists," said Lenore Bates, CDOT Scenic Byways Coordinator.

The Colorado Scenic Byways program is a statewide system of outstanding touring routes which afford the traveler identification and interpretation of key points of interest and services while providing for the protection of significant resources.

"We see this as a bicycling community-supported effort," added Grunig. "People who are familiar with these routes can share their knowledge and enhance the experience of other riders."

For additional information, please visit: www.BikeByways.org

A Colorado Bicycling and Scenic Byways map also is available from CDOT. Please e-mail: Byways@dot.state.co.us For more information about Colorado Scenic Byways, please contact CDOT Program Manager Lenore Bates at (303) 757-9786.

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About Bicycle Colorado:

Bicycle Colorado is the statewide non-profit organization that aims to encourage and promote bicycling, increase safety, improve conditions and provide a voice for cyclists in Colorado. For more information, please visit www.BicycleColorado.org.