



Date: March 10, 2017

To: Patrick H. West, City Manager *T.M.W.*

From: *CB* Craig A. Beck, Director of Public Works

For: Mayor and Members of the City Council

Subject: **Long Beach Bike Share One-Year Anniversary and Unicorn Bike Unveiling**

Everyone is invited to the ***Bike Share One-Year Anniversary and Unicorn Bike Unveiling*** press event on Friday, March 17, at 11:00 a.m., at Lola's Mexican Cuisine, 2030 E. 4th Street.

This event will celebrate the one-year anniversary of the Long Beach Bike Share program and also serve as the unveiling of Long Beach's first *Unicorn Bike*. One bicycle from the City's bike share fleet is being temporarily transformed into a specially branded bike, otherwise known as a *Unicorn Bike*, for a partnership between the City and Lola's Mexican Cuisine. *Unicorn Bike* campaigns are gaining popularity for businesses and bike share programs across the country to collaboratively expand their social media and marketing horizons.

The *Unicorn Bike* will be available to ride throughout Long Beach for a limited time. Registered Bike Share users will have the opportunity to win prizes by posting a picture of themselves on the *Unicorn Bike* and sharing it on social media using specific hashtags. Prizes include Lola's gift cards, a month of free Bike Share use, and Long Beach bike merchandise,

If you have any questions regarding this matter, please call Jennifer Carey at (562) 570-6522.

CB:JC

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