

Utah Bicycle Coalition Announces Name Change and New Executive Director

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Salt Lake City, UT – The Utah Bicycle Coalition has changed its name to Bike Utah. The organization’s Board of Directors feels that Bike Utah is a much simpler, easier to remember name and better reflects the organization’s mission of promoting all aspects of cycling in the State of Utah.

“The Utah Bicycle Coalition was founded in 2005 by a group of concerned citizens to foster bicycle awareness and promote bicycle safety. That mission has expanded in the years since to include all aspects of bicycle advocacy and promotion”, said Bike Utah president Travis Jensen. “In the six years since we established ourselves as a 501(c)3 non-profit organization, we have been able to accomplish some great things. We successfully passed legislation calling for motorists to give a minimum of three feet of clearance when overtaking a bicyclist on Utah roadways. We also passed legislation that created the Share the Road License Plate. In addition to sharing a safety message, a portion of the proceeds from these license plate purchases goes towards bicycle safety education efforts. Our organization has grown and begun taking on more responsibilities, so we feel that Bike Utah better reflects those changes.”

In addition to changing its name to Bike Utah, this past November they hired their first Executive Director, Scott Lyttle, to help move forward Bike Utah’s mission. Scott is an avid cyclist who resides in Park City. His primary responsibilities include building and implementing a fundraising plan and communicating the organization’s mission and goals. “We are very excited to welcome Scott to Bike Utah,” said Board member Brad Woods. “Scott brings with him not only a passion for our mission, but over 11 years of non-profit fundraising, member development and program-oriented experience.” In the months since Scott started, Bike Utah has designed a strategic fundraising plan and identified the following four 2011 project goals:

- Sponsorship and planning of the *2011 Utah Bike Summit* to be held April 28-29.
- Creation of a *Get Lit* campaign, with the goal of distributing 400 lights to needy bicyclists in Utah.
- Establishment of a *Membership* campaign to build our membership base and give the organization a stronger voice within Utah.
- Creation of the *111 Miles in 2011* effort to assure to availability of 111 additional miles of cycling routes with Utah.

About Bike Utah:

Bike Utah is a 501(c)3 non-profit charitable organization made up of road cyclists, mountain bikers, commuter cyclists, bicycle manufacturers, retail shops, and transit advocates working to improve bicycling conditions throughout the State of Utah. The mission of Bike Utah is to promote and preserve the safety, opportunities, and responsibilities of cyclists through legislation, education, and facilities development. More information about Bike Utah can be found at www.bikeutah.org.