



RentaBikeNow.com

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FOR IMMEDIATE RELEASE

Program Pairs Bike Rentals with Rail-Trails across United States

WASHINGTON, D.C.— Two fundamentals of recreation have come together as nationwide bike rental network RentaBikeNow.com joins forces with Rails-to-Trails Conservancy (RTC), which drives the conversion of former railroad lines into recreational paths.

The marketing partnership addresses two challenges recreational enthusiasts face: finding a good rental bike, and finding a safe place to ride. RentaBikeNow.com's network includes more than 220 bike shops with thousands of rental bikes that can be reserved in advance online. RTC has helped develop more than 15,000 miles of converted rail-trails that form the backbone of a growing trail system connecting communities, regions, states and indeed the entire country.

Both organizations will offer their Web visitors introductions to the other and carry exclusive cross-promotion discounts and incentives for their member base. For example, rental confirmations for RentaBikeNow.com customers will soon include links to TrailLink.com, RTC's comprehensive online trail-finder Web site. After a simple and free registration, visitors can access hundreds of detailed, interactive trail maps to plan a family outing across town or an epic journey that spans several states. In return, RTC supporters will enjoy savings on bike rentals through RentaBikeNow.com.

"Putting bikes and bike paths together just makes sense," said Yves Shockley, manager of Carmel Cyclery in Carmel, IN. "This partnership helps people connect the dots the way we've been doing it for years—just on a nationwide scale." Carmel Cyclery offers bike rentals along the 15.7-mile Monon Trail, a rail-trail success story that connects Indianapolis with suburban Carmel to the north.

"Rails-to-Trails Conservancy is committed to enhancing the health of America's environment, neighborhoods, and people by creating trail networks," says Andrea Brock, vice president of development for RTC. "Helping people find quality rental bikes so they can use those trails helps us fulfill our mission."

"Our values and mission are so similar, we look forward to working with RTC to put more people on bikes riding down some of America's most beautiful trails," said George Gill, president of RentaBikeNow.com.

Rails-to-Trails Conservancy is a nonprofit organization based in Washington, D.C., whose mission is to create a nationwide network of trails from former rail lines and connecting corridors and serves as the national voice for more than 100,000 members and supporters.

RentaBikeNow.com is a division of Go. Play. Everywhere., LLC, and operates a coast-to-coast bike rental network helping cyclists locate and reserve rental bikes. Primary offices are in the Chicago area (Northfield, IL) and Louisville, KY.