



**FOR IMMEDIATE RELEASE**

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**UHBIKES PRE-LAUNCH TO ROLL OUT IN TIME FOR REPUBLICAN NATIONAL CONVENTION**

*Full system to come online in September with official launch of 250 red bikes.*

**CLEVELAND, OH** – Cleveland and Cuyahoga County’s formal bike share system, sponsored by University Hospitals, pre-launches this week as CycleHop-SoBi brings 100 temporary green-colored bikes to the streets in time for the RNC. The pre-launch station locations will be in the downtown area, while the full system of 250 red-colored bikes, branded with UH logo, will be available across the city in September.

September’s official launch will include 30 stations encompassing Downtown, University Circle, Central, Ohio City, Tremont, and the Campus District. The pre-launch supports the Republican National Convention and showcases one of the many improvements Cleveland and Cuyahoga County are making to support sustainable transportation and communities.

“We want to capitalize on the exposure that comes with the Republican National Convention,” said Jacob VanSickle, Executive Director of Bike Cleveland. “A Bike Share system is a clear signal of a city on the move, and we want to display Cleveland’s progress on a national stage.” VanSickle concluded.

“Biking is healthy, active and highly social – in short, a great way to help create more livable and connected communities, both for residents and visitors,” said Sarah O’Keeffe, Sustainability Manager, “UHBikes directly aligns with this concept as well as our organization’s health mission and UH is proud to have these bikes out in the community.”

“We’re extremely excited about the full system launch in September, but we felt it important to have such a visible infrastructure improvement available for use during the convention,” said Mike Foley, Cuyahoga County’s Director of Sustainability.

Bikes will be available at ten stations throughout downtown as part of the pre-launch, giving locals and visitors a taste of what the fully realized system will be like. Aside from the temporary bikes being green, the equipment and user experience will be identical to what will be available in September.

“Green bikes will be available to the public starting on Friday, July 15th,” said John Romero, Chief Operating Officer for CycleHop. “System sign up will be available online at [UHBikes.com](http://UHBikes.com), or by downloading the Social Bicycles App on your smartphone.”

#### **About CycleHop-SoBi**

By number of cities served, [CycleHop](#) is the second largest bike share Operations Company in North America. CycleHop is a complete bike share solutions provider, including planning, funding, equipment selection, implementation, operations, marketing, sponsorship sales, and regional expansion. Their equipment provider, [Social Bicycles](#) is an industry leader in bike share products, including their GPS enabled smart bike.

#### **About the Cuyahoga County Department of Sustainability**

The County Sustainability Office was created in late 2014 and is charged with, promoting economic development to support businesses that provide environmentally sustainable products and services; educating the public about environmentally sustainable practices; and collaborating with businesses, non-profit organizations, and government agencies to develop programs incorporating environmentally sustainable methods into accepted practice.

#### **About Bike Cleveland**

Bike Cleveland is a 501(c)(3) non-profit, and the leading advocacy organization for bicycles and pedestrians in the Greater Cleveland area. With the goal of making Greater Cleveland a better place to live and ride, Bike Cleveland works to build livable communities by promoting all forms of cycling, and advocating for the rights and equality of the cycling community. Visit [www.BikeCleveland.org](http://www.BikeCleveland.org) for more information.

#### **About University Hospitals**

Founded in May 1866, University Hospitals serves the needs of patients through an integrated network of 18 hospitals, more than 40 outpatient health centers and primary care physician offices in 15 counties throughout Northeast Ohio. At the core of our \$4 billion health system is University Hospitals Case Medical Center, ranked among America’s best hospitals by U.S. News & World Report. The primary affiliate of Case Western Reserve University School of Medicine, UH Case Medical Center is home to some of the most prestigious clinical and research programs in the nation, including cancer, pediatrics, women’s health, orthopedics, radiology, neuroscience, cardiology and cardiovascular surgery, digestive health, transplantation and genetics. Its main campus includes UH Rainbow Babies & Children’s Hospital, ranked among the top children’s hospitals in the nation; UH MacDonald Women’s Hospital, Ohio’s only hospital for women; and UH Seidman Cancer Center, part of the NCI-designated Case Comprehensive Cancer Center at Case Western Reserve University. UH is the second largest employer in Northeast Ohio with 26,000 employees. For more information, go to [www.UHhospitals.org](http://www.UHhospitals.org).

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