

FOR IMMEDIATE RELEASE

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The Broward MPO is Celebrating Florida Bike Month, Virtually with its Annual Let's Go Biking!

#LETS GO BIKING
VIRTUAL CHALLENGE

March 1 to March 31, 2021
Kick off Florida Bike Month with the MPO

The virtual bike challenge is a county-wide event and open to all group of ages. Participants are encouraged to pedal on throughout the month of March and qualify for prizes! Riders can complete a bike ride route of their preference anywhere in Broward.

For more information visit the website BrowardMPO.org/let-s-go-biking and follow [@SpeakUpBroward](https://www.instagram.com/SpeakUpBroward)

Better Streets | Better Broward | Better Life

Broward, FL- The Broward Metropolitan Planning Organization (MPO) is hosting a countywide Let's Go Biking! Virtual Challenge in support of Florida Bicycle Month 2021. The challenge will encourage those who live, work, and play in Broward to hop on their bikes and get active. We also encourage participants to use our [2021 Interactive Bike Map](#) to plan out their route. The Interactive Bike Map highlights various Broward [Complete Streets](#) facilities and their bicycle suitability labeled as easy, moderate, difficult, and very difficult. Participants will track how many miles they rode their bicycle

for the entire month of March to qualify to win a range of sponsored prizes. Be part of the fun!

Participating in the Let's Go Biking! Virtual Challenge is simple! The challenge is split into two categories: Total Miles Ridden and Social Media Influencer. For the first category, participants must connect to their favorite fitness tracking app to track their daily milage. For this category, there will be a first, second, and third place winner. Participants must send their monthly summary report to garcias@browardmpo.org by **Thursday, April 1st, 2021 11:59 p.m.** Or if using Strava, they can share the summary through the [Let's Go Biking! club group](#). For the second category, participants can use their favorite social media platform (Facebook/Instagram/Twitter/on Strava in the Let's Go Biking! club group) to upload a picture of their ride and tag @SpeakUpBroward using the hashtag **#LetsGoBiking** to be entered into the prize raffle. For this category, the winners for the prizes will be randomly selected and they must upload their picture by **Wednesday, March 31, 2021 11:59 p.m.**

To register for the Let's Go Biking! Virtual Challenge, visit:

<https://survey123.arcgis.com/share/48b12bbd30e2444085030417f0674b5a>

To read the official rules please visit:

https://www.browardmpo.org/images/News_Updates/Official_Rules_-_Lets_Go_Biking_Virtual_challenge_2021_2_22_21.pdf

The winners will be announced on April 15, 2021 on the official [BMPO website](#) and winners will be contacted through email and/or direct message for further instructions to claim Prizes. The submitted March milage summaries will determine the three winners who rode the most for Category One. For Category Two, eight winners will be selected via wheelofnames.com. Our sponsors at Broward BCycle, Big Wheel Cycles, Conte's Bike Shop, Mega Cycle Bicycle store, W Fort Lauderdale, Recyclable Bicycle Exchange (RBX), and South Florida Commuter Services have helped provide our amazing prizes. We will give-a-way a one night stay at the W Fort Lauderdale Beach, a RBX bike, a Lumos smart helmet, two sets of two annual Broward BCycle memberships, and more!

To learn more about the virtual challenge, visit:

<https://www.browardmpo.org/news-updates/492-let-s-go-biking-is-taking-a-virtual-turn>

To learn more about Broward Complete Streets, visit:

<https://www.browardmpo.org/index.php/better-streets-better-broward>