



## HEY MARKET CYCLIST! CHECK THIS OUT! BEST PARKING AT THE MARKET A BIKE BENEFITS PROGRAM

We're launching a new year-round incentive/reward program for those who use bicycles for transportation to and from the City of Rochester Public Market! Here's how it works:

- \* Register for the program at the Market Office on any regular Market day during open hours. Ask for Evan!
- \* Receive your official *Best Parking at the Market* bike helmet sticker. The stickers look like this:
- \* Affix your sticker to your bike helmet.  
**The sticker *MUST* be affixed to a bike helmet!**  
**A helmet that you WEAR when you're riding!**



- \* Each week you ride your bike to a regular Market day, you can enter a drawing to win up to \$25 in Market Gift Tokens. Yeah, every week! And there's no limit to the number of times you can win!
- \* To enter the drawing for each week you ride to the Market:

If you have a smart phone: Take a "selfie" that shows you, your official helmet sticker with its number, bike, and any recognizable piece of the Market. Send your selfie to [pmarket@cityofrochester.gov](mailto:pmarket@cityofrochester.gov).

If you don't have a smart phone or would rather register for the weekly drawing the old fashioned way, drop by the Market Office on regular Market days and during regular Market hours.

**AND CHECK THIS OUT:** All registered participants qualify for a deep discount on any bike cargo gear at Full Moon Vista Bike Shop, 661 South Avenue! This includes bike baskets, panniers, and other gear to make it easy to tote your Market purchases by bike! Just show your helmet sticker at the shop to get the discount!

This program is sponsored by the City of Rochester Public Market, the Market District Business Association, Hunt Architects & Engineers, and Full Moon Vista Bike Shop! **Questions? Shoot an email our way at [pmarket@cityofrochester.gov](mailto:pmarket@cityofrochester.gov), call 585-428-7282, or go to [www.cityofrochester.gov/biketomarket](http://www.cityofrochester.gov/biketomarket).** And THANKS for choosing a clean, green, healthy, space-efficient way to get to the Market!