

# BOISEgreenBIKE

FOR IMMEDIATE RELEASE

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## **Bike Share Program Retools Twilight Criterium GreenBike Race**

For the past four years, the Boise GreenBike program has sponsored a “Celebrity GreenBike Race” as part of the annual Twilight Criterium in downtown Boise. While the race has had its share of celebrities, it has always been more about fun than famous people. So for the fifth year of the GreenBike race, organizers are changing the rules for participation with an eye to benefitting charities.

“We thought it might be fun to offer cash prizes to the winners of these races,” said Dave Fotsch, Director of Boise GreenBike. “So, with the help of Midas Gold, and Brown and Caldwell, we will award real money to the top three finishers in the men’s and women’s divisions. The catch is that they have to donate the money to the charity of their choice.”

First place in each division will earn \$500, second place, \$250 and third \$150. Participation is open to anyone who fills out an online questionnaire (<https://www.surveymonkey.com/r/greenbikerace2019>). Nonprofit organizations are encouraged to field competitive riders. The application period closes at 5:00 p.m. Friday, July 5, 2019. Race participants will be selected by a committee who will judge the applications for originality and creativity. Each division will be limited to 15 racers. More information and a link to the online questionnaire is posted to the Boise GreenBike Facebook page.

### **About Boise GreenBike**

Boise GreenBike is the bike share service of Valley Regional Transit, serving primarily downtown Boise and Boise State. Boise GreenBike is an environmentally friendly and sustainable form of transportation. The program receives no public support for operations and relies on revenue from ridership, membership and sponsorship. Title sponsorship of Boise GreenBike is provided by St. Luke’s and SelectHealth.

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**About St. Luke's**

St. Luke's is Idaho's only Idaho-based, not-for-profit health system, with local physicians and boards who further the organization's mission "To improve the health of people in the communities we serve." St. Luke's is nationally recognized for excellence in patient care, with prestigious awards and designations reflecting the exceptional care that's synonymous with the St. Luke's name. St. Luke's is also home to Idaho's only Children's Hospital.

**About SelectHealth**

SelectHealth is a not-for-profit health insurance organization serving more than 850,000 members in Idaho and Utah. SelectHealth is committed to helping people live the healthiest lives possible. Through its alliance with St. Luke's Health System, SelectHealth offers medical plans to individuals, families, and employers. Plans are also available for Medicare Advantage enrollees. SelectHealth is part of one of the nation's top 100 integrated health systems (IMS Health 02/15). For more details, visit [selecthealth.org](http://selecthealth.org).

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