



CITY OF TEMPLE TERRACE NEWS RELEASE

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FOR IMMEDIATE RELEASE

NEW BROCHURE HELPS BICYCLE RIDERS KEEP ROLLING

TEMPLE TERRACE, FL. – (7/29/10) – Getting around Temple Terrace just got a little easier, thanks to a new *Bicycle Brochure & Map* loaded with navigation tips and other helpful information.

The free brochure, produced by Temple Terrace's Community Development Department, offers a handy guide for residents and visitors alike. Included are bicycle safety tips, a synopsis of important Florida laws, insights for effective commuting, and interesting recommendations for getting the most out of your cycling experience in Temple Terrace.

A full-color map outlines commonly used roadways and bike paths, along with suggested shortcuts. The map also highlights local attractions and points of interest, natural barriers and areas to avoid. A listing of popular parks and recreational sites, with details about amenities and facilities, also is provided.

The brochure is intended to encourage the use of bicycles for both commuting and recreation, said City Planner Kelly Bray.

"It's really about promoting awareness of bicycles as an alternative mode of transit," she said. "We want to encourage people to get out of their cars. At first blush, Temple Terrace seems to be a land of cars, but we really have a lot of great side streets that are perfect for cycling."

Last year, Temple Terrace became the first municipality in Florida to have the entire community designated as a Multimodal Transportation District, which emphasizes pedestrian, bicycle, scooter and other means of alternative transit. Bicycles are a particularly good fit, considering the City's proximity to the University of South Florida.

"This is something that's happening across the country," Bray said. "Temple Terrace is a great platform for this because of our size, topography and location."

The new brochure is available at Temple Terrace City Hall, the public library, area bike shops and other locations. It will be distributed during *Bicycle Bash Classic*, a bike festival slated for Nov. 7, 2010 at Flatwoods Park in New Tampa. It also is available on the City's website at www.templeterrace.com.

For more information about the bicycle brochure, contact planner Kelly Bray at (813) 506-6484.

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