



Idaho Walk Bike Alliance

P.O. Box 1594 Boise, ID 83701
(208) 345-1105
www.idahowalkbike.org

Contact: Bob Anthony
208-869-6090 or 208-345-1105
bob@idahowalkbike.org
FOR IMMEDIATE RELEASE

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Idaho Walk Bike Summit 2018

May 16– May 18, 2018

Boise, Idaho April 8, 2018 – Idaho Walk Bike Alliance (IWBA) is presenting Idaho Walk Bike Summit 2018 May 16 - May 18 at the Idaho State Capitol building. The Idaho Walk Bike Summit will educate and inspire walking and biking advocates from across Idaho by presenting information attendees can implement quickly and affordably in urban and rural communities to improve conditions for walking and biking. The Summit will feature keynote speakers, panel discussions, workshops, mobile (walk and bike) tours, and networking opportunities.

Russ Roca, co-owner of “The Path Less Pedaled” a bike travel blog-turned business will be the summit's keynote speaker on Thursday morning May 17th. “The Path Less Pedaled” focuses on how cycling can positively impact small and rural communities. Mr. Roca has partnered with community leaders and tourism agencies across the US to work through the challenges of marketing a destination to a bicycling audience. Friday morning plenary speakers Don Kostelec and Chris Danley of Vitruvian Planning will explain the human toll of car centric road design and how the walking and biking public is unnecessarily put in danger when moving about their communities.

There is no cost to attend the workshop sessions at the Idaho Statehouse, but the \$65 general registration fee covers all the summit events which includes the welcome reception, a light breakfast on Thursday and Friday morning, lunch on Thursday, and George's Cycles Bike Shop Celebration Party. For more information, to register and for a complete summit schedule go to www.idahowalkbike.org

The Idaho Walk Bike Alliance is a statewide non-profit promoting active transportation as healthy, safe and reliable for all Idahoans.

Note: Attached to this email is a complete summit schedule and summit logo/artwork.

Walking. Biking. Going Places.