

BENEFITING



EVENT GUIDE

OCTOBER 19

2024



 [PhillyBikeRide](#)  [BikeInPhilly](#)



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WELCOME TO THE 2024 PHILLY BIKE RIDE!



We're excited to welcome you to the Philly Bike Ride! Today, riders from across the city and all over the United States will come together to celebrate the joy of bicycling. Whether you're a seasoned cyclist or just starting out, there's a place for you here.

Our ride presents a unique opportunity to experience the beautiful sights of our city in a whole new way - on safe, car-free streets! More than just a bike ride, it's a day of unforgettable memories with excitement around every turn. Enjoy iconic landmarks, live, local music, delicious food, refreshing drinks, and a whole lot of good vibes.

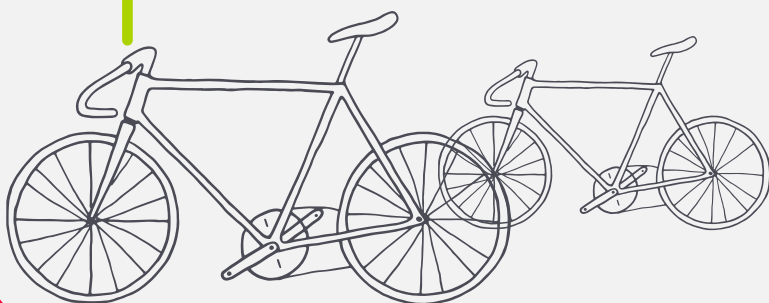
And, did you know that just by joining our ride you help make bicycling more safe and accessible for all through our partnership with the Bicycle Coalition of Greater Philadelphia? Your support also helps empower the next generation of cyclists through their Youth Cycling program, which teaches youth ages 12-18 healthy habits, leadership, and independence through the sport of cycling.

We'd like to extend our sincere gratitude to Mayor Parker, the Philadelphia City Council, the Office of Transportation, Infrastructure, and Sustainability, the Philadelphia Police and Fire Departments, and all the City and State agencies and offices for making this event possible. We couldn't do it without you, nor without the support of our amazing sponsors, partners, and the hundreds of dedicated volunteers who make this weekend a joy for all.

And last but certainly not least, thank YOU for being here! We can't wait to see the joy on your faces as you become part of our growing community of riders who are transforming the way people view bicycling.

Stay safe, have a blast, and enjoy the ride!

The Philly Bike Ride Team



THE BICYCLE COALITION OF GREATER PHILADELPHIA

The Bicycle Coalition is pleased to enter the third year of this partnership as a founding partner of Philly Bike Ride.

We hope that your 20-mile experience inspires you to continue being part of a growing movement of citizens who **value safe streets and more accessible infrastructure** throughout our city and region.

The Coalition leads the movement to make every bicycle ride safe, to empower youth and adults to ride, and to foster a ridership that reflect the diversity of the region. Our advocacy and education work is made possible by the generous support of individual members who share that mission - **we thank our members and invite you to join us in making everyone's ride better!**

We thank the Philly Bike Ride team, the volunteers, and all of the public safety stakeholders involved for organizing this event and supporting the work of the Bicycle Coalition of Greater Philadelphia.

Our team would also like to thank you, the participants, for joining us today. We look forward to riding with all of you!

BENEFICIARY



A LETTER FROM OUR FOUNDING PARTNER



Make life a healthy ride



IBX

Independence Blue Cross (IBX) is proud to support the Philly Bike Ride. We're committed to improving the lives and health of people in our region, offering member perks for a host of healthy activities.

.....

IBX members:

Log in at ibx.com to get an Indego discount code.

.....

Independence

Need a bike for ride-day?

You can now get a **\$5 Guest Pass** on **October 18-19** for the **Philly Bike Ride!**

With the Guest Pass, you'll get unlimited 1-hour rides on Indego's classic bikes for 24 hours.

Follow these steps to start riding

1. Download the Indego app to start
2. Select the Guest Pass option
3. Fill out your information
4. Use the promo code **PHILLYBIKERIDE24**
5. Complete the signup process



Please note, this offer does not waive the cost of optional fees associated with taking trips longer than 60 minutes, or riding Indego electric bikes. This offer will expire at 11:59 p.m. on October 19th. Need help? Contact the Indego Customer Service support@rideindegogo.com or 844.446.3346 (text/call)



EVENT SCHEDULE

PACKET PICKUP PARTY

FRIDAY, OCTOBER 18

11:00 AM TO 8:00 PM

Eakins Oval

2451 Benjamin Franklin Pkwy,
Philadelphia, PA 19130 *near the Art Museum*

**IF YOU ARE JOINING US ON OCTOBER 19,
YOU MUST GET YOUR RIDER IDENTIFICATION
KIT (RIK) PRIOR TO THE RIDE DAY.**

Unless you purchased SHIPPING during sign-up,
we ask you to attend Packet Pickup to get your RIK.

Riders with a VIP Pass or Ride Pass + Jersey
get FREE shipping included with their passes.

Packet Pickup WILL NOT be available on Saturday.

RIDE DAY

SATURDAY, OCTOBER 19

5:30 AM • CORRALS OPEN

Access the Start Line Corrals on Benjamin
Frankling Parkway through N 21st St. and
N 22nd St. coming from Race St. or
Pennsylvania Avenue / Callowhill St.

7:15 AM • CORRALS CLOSE

7:25 AM • NATIONAL ANTHEM

7:30 AM • RIDE BEGINS

8:15 AM • FINISH FESTIVAL STARTS

12:30 PM • FINISH FESTIVAL ENDS

Rider Identification Kit (RIK)

Riders must be wearing their RIK to participate in the Ride.
Your bib number must be attached to the front of your shirt,
and the helmet sticker must be worn on your helmet.



BIB + HELMET STICKER



WATER BOTTLE

A Philly Bike Ride 2024 Water Bottle will be given to all riders.
You can **get yours at Packet Pickup or at the Finish
Festival** after the Ride.



VIP KIT

VIP Riders enjoy **special amenities and exclusive perks**, including a Thule backpack and access to the hospitality lounge.





PACKET PICKUP PARTY

ALL RIDERS MUST GET THEIR PACKET PRIOR TO EVENT DAY.

Unless you purchased shipping or signed up as a VIP rider or Ride Pass + Jersey rider, you must attend packet pickup to get your Rider Identification Kit (RIK) in advance.

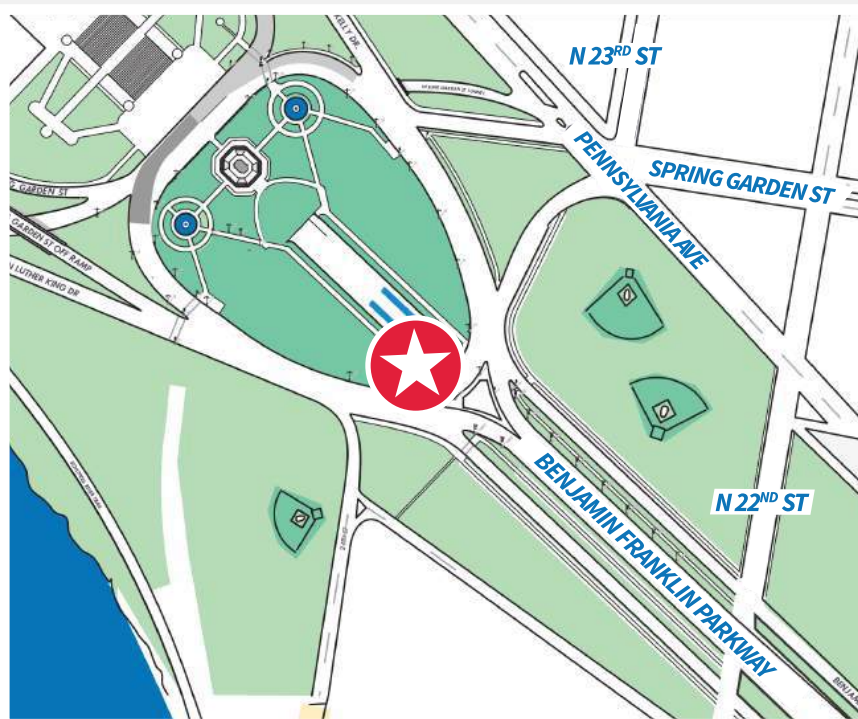
WHEN

Friday, 10/18
11AM-8PM

WHERE

Eakins Oval
In front of the
Museum of Art

**2451 Benjamin
Franklin Pkwy,**
Philadelphia,
PA 19130



AT PACKET PICKUP, you'll receive your water bottle and rider identification kit (RIK), which includes a paper bib number you must pin to the front of your shirt and a helmet sticker you must stick to the front of your helmet.

The Packet Pickup is open to all! Come through to get ready for the ride and enjoy giveaways from partners and special offers at the Philly Bike Ride Pop-Up Shop.

ALL RIDERS MUST HAVE THEIR RIK IN PLACE

TO ENTER THE START CORRALS AT THE EVENT

Eakins Oval is located 1 mile away from Fairmount, Spring Garden and Race-Vine subway stations.

We recommend carpooling or biking to Packet Pickup - we'll have bike parking onsite. Driving to the area? Parking near the Oval can be challenging. Check the many garages available within half-mile for more options.

CAN'T ATTEND PACKET PICKUP?

SEND A PROXY TO GET YOUR RIK

If you didn't purchase Shipping during sign-up and cannot attend Packet Pickup, you **MUST send a proxy to get your RIK.**

You don't need to notify us about sending a proxy on your behalf. All we ask from your proxy is to show **a photo of your ID or confirmation number.**

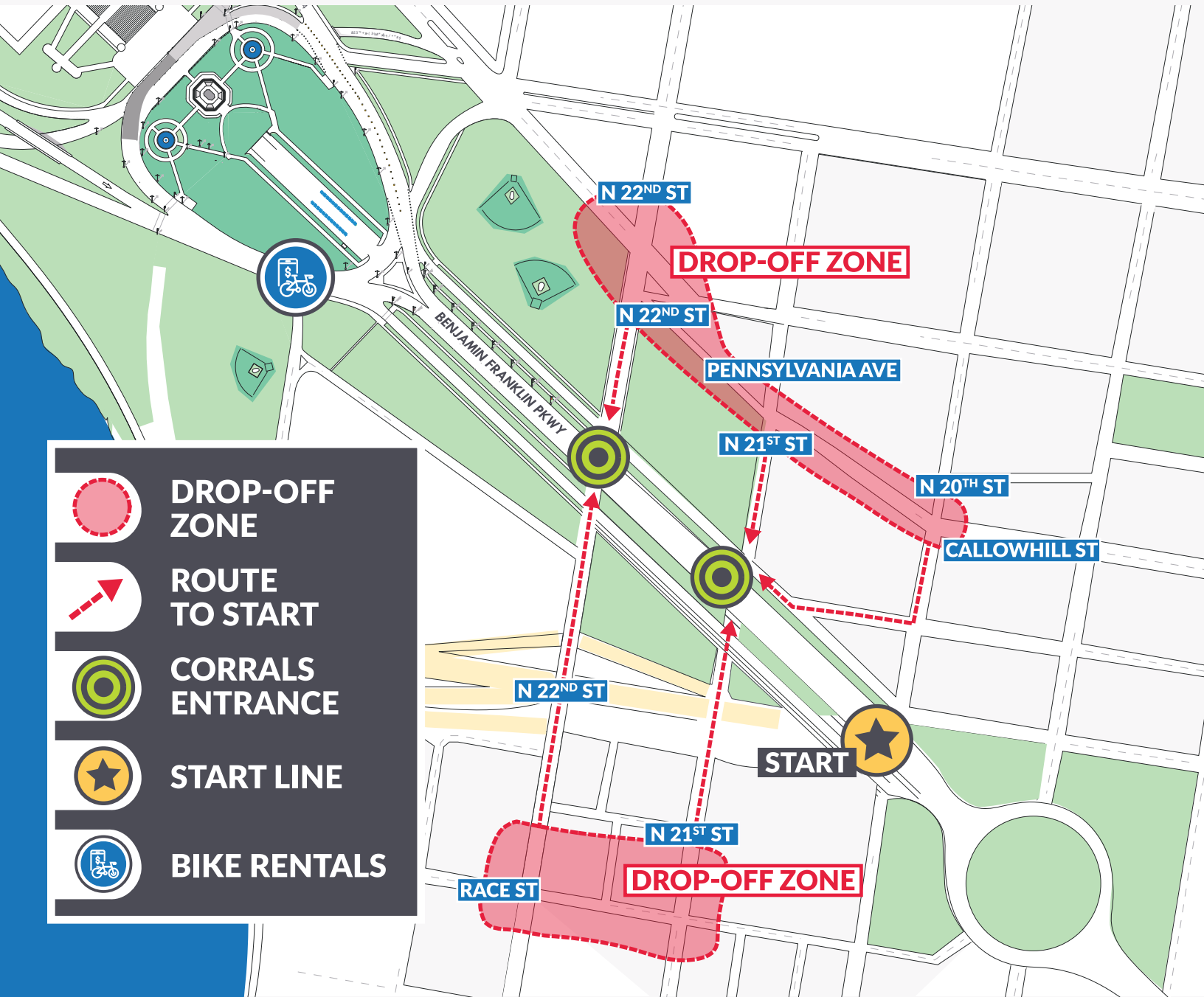
No ID is required for riders under 18.

GETTING TO THE START



THE PHILLY BIKE RIDE START LINE IS POWERED BY

LOCATION: Benjamin Franklin Parkway, between N 20th St. and N 22nd St.



- Corrals can be accessed from N 21st St. and N 22nd St. via Pennsylvania Ave/Callowhill St. and via Race St.
- **The best time to arrive is before 6:30 AM**, but please plan to arrive at the corrals entrance no later than 7:00 AM in order to be in your start corral by 7:15 AM.
- Routes on the drop-off zone highlighted in the map should be open during Philly Bike Ride but all road closures are subject to change at the discretion of public safety officers.

FOR ROAD CLOSURES & NO-PARKING ZONES, VISIT PHILLYBIKERIDE.COM/ROAD-CLOSURES

Make sure to **plan your trip to the Start Line ahead of time** for a stress-free morning!



BIKE TO THE START

If you want to add a couple of miles to your route, we suggest you bike to the start! We mapped out some routes from locations around the region just for you.

More at [PHILLYBIKERIDE.COM/THE-RIDE/GETTING-TO-START](https://phillybikeride.com/the-ride/getting-to-start)



USING SEPTA

There are three stations located **less than one mile away from the Philly Bike Ride Start Line**: Fairmount, Spring Garden, and Race-Vine subway stations. Make sure to plan ahead and check what time SEPTA starts running at your departure station and the ETA to your preferred station of arrival.



PARKING RECOMMENDATIONS

Parking nearby the event venue can be challenging, and we recommend booking a parking spot in advance to park in one of the several parking garages within 0.5 miles of the event area.

See more about parking recommendations and other tips for ride-day at [PHILLYBIKERIDE.COM/TRAVEL-RESOURCES](https://phillybikeride.com/travel-resources)

PURSUE YOUR PASSIONS
WITH 120+ GRADUATE OPTIONS
AT WEST CHESTER UNIVERSITY



LEARN MORE: [WCUA.EDU/GRAD](https://wcupa.edu/grad)



TRAVEL IS BEST WHEN SHARED

Amtrak Share Fares makes it easy to bring the whole team by helping you save with each plus one. Share Fares provides a group discount up to 60%* for 8 passengers traveling on the same reservation. Grab your crew and get ready for Philly Bike Ride.

*Restrictions apply. 2 Day advance purchase is required.

[BOOK NOW](#)



Amtrak and the Amtrak logo are registered service marks of the National Railroad Passenger Corporation.



TREK

BIKES · SERVICE · GEAR

THANKS FOR JOINING US!
HERE IS \$20 TO SPEND IN-STORE.

COUPON CODE

DOTS200FF

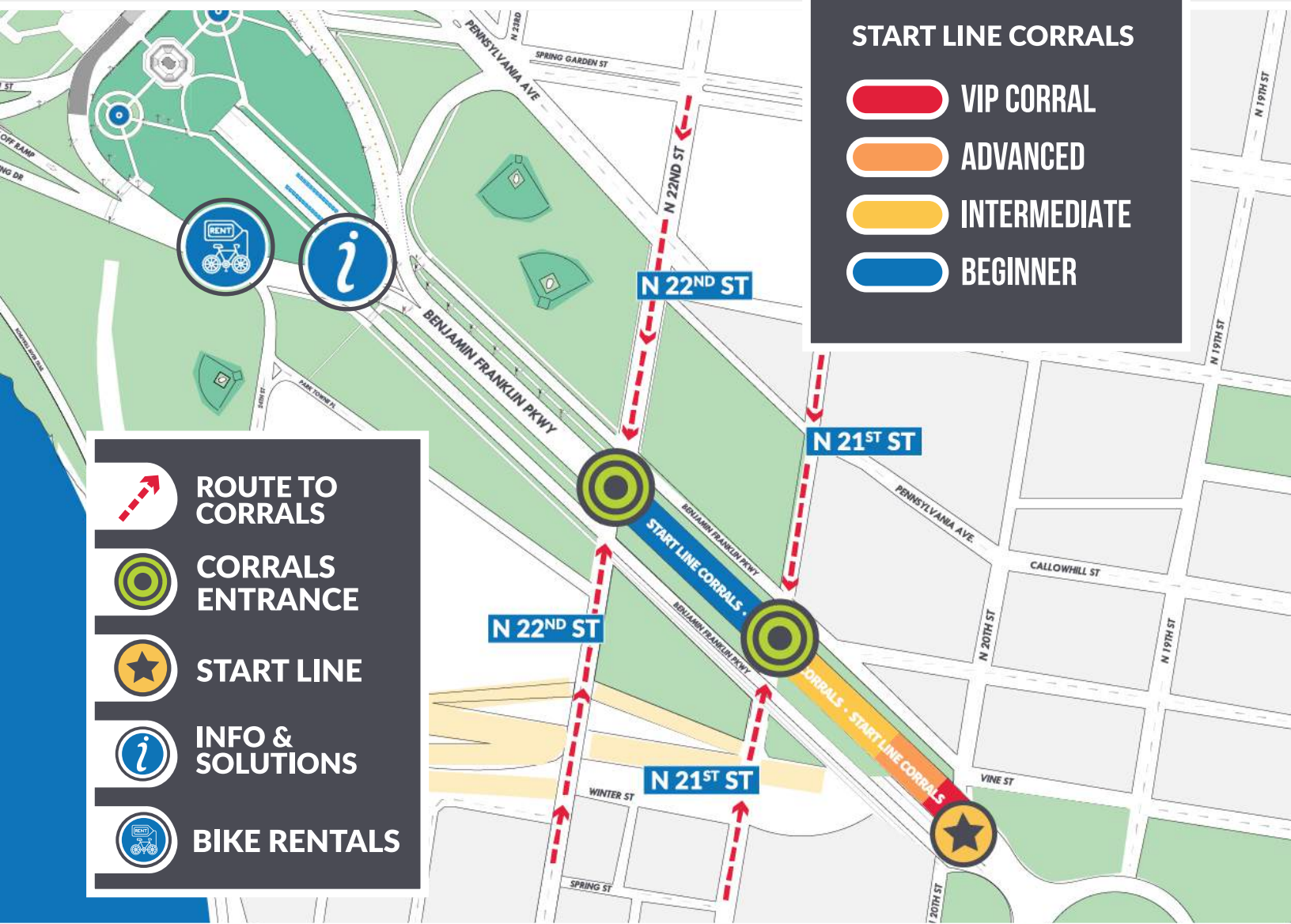
EXPIRES ON 12/31/2024

START LINE DETAILS

At the Ride Start area, on Benjamin Franklin Pkwy between N 20th St. and N 22nd St., you will see corral entrance signs that read **BEGINNER, INTERMEDIATE, ADVANCED,** and **VIP.** These signs designate the Start Corrals where you will line up for the Start Line. **Your corral reflects the type of bicyclist you identify as and your biking level or ability.**

Please do not switch corrals and allow some space between participants while lined up inside your preferred corral. The VIP corral will be released first, followed by Advanced, Intermediate, and then Beginner.

Portable restrooms will be available near the stage. Keswick Cycle will be assisting riders with final safety checks before the ride starts.



Riders who are **DEAF OR HARD-OF-HEARING** are welcome to meet at the Start Line Stage (near the star symbol) where there'll be an interpreter. Riders in this group do not need to enter the corrals. For other accommodations please email us at **HELLO@PHILLYBIKERIDE.COM**

BIKE RENTALS

RENTAL PICKUP DETAILS

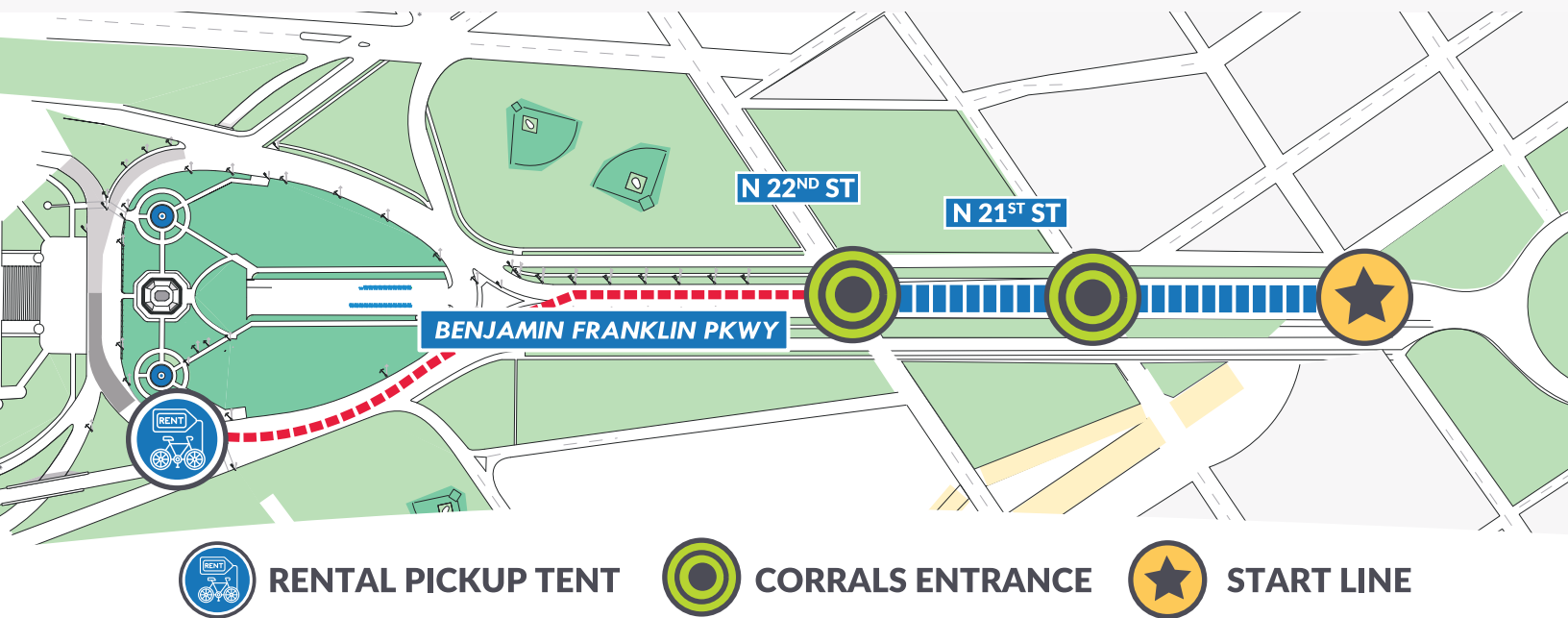
At the **Unlimited Biking Tent**, located on **the south side of Eakins Oval**.

Rentals will be available for pick up on **SATURDAY, 10/19, FROM 6:00 AM TO 7:00 AM.**

The schedule allows riders enough time to bike from Rental Pickup to the Start Line.

NO BIKE? NO PROBLEM! Our Rent & Ride program offers the Ride Pass bundled with bike and helmet rentals for ride day. Rentals can also be reserved during sign-up by riders who select other ticket types.

The last day to sign up with bike rentals is October 15, and riders can also book rentals directly with the Unlimited Biking team.



RENTAL PICKUP STEPS + NOTES

- 1** Present your **Philly Bike Ride** and **Unlimited Biking** confirmations at the **Bike Rental Pickup tent**. Riders who reserved rentals will receive a confirmation from Unlimited Biking by October 17. Bikes will not be handed out until **ALL** members of the party are present and accounted for.
- 2** Follow the route indicated in the map above to bike **0.3 miles** to enter your preferred corral.
- 3** Return your bike to the **Unlimited Biking Team** at the same spot to close out your rental. Please **DO NOT** leave your bike on the racks or bike parking.

ALL RENTALS COME WITH A COMPLIMENTARY HELMET

PHILLY BIKE RIDE RENTAL PROGRAM
IS A PARTNERSHIP WITH





urbanstems.com



URBANSTEMS

Modern bouquets
designed for *every*
occasion.

**TITO'S AND
WOODER...
IT'S A PHILLY
THING.**

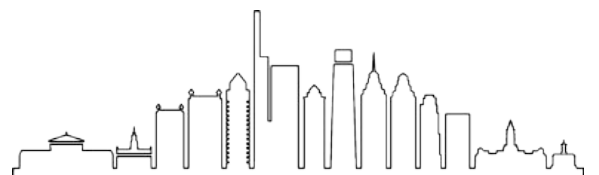


**IT'S TITO'S VODKA, BUT IT'S
FOR YOUSE GUYS TOO.**

* Tito'sVodka.com • Crafted to be served responsibly. 40% ALC/VOL (80 PROOF) 100% GRAIN NEUTRAL SPIRITS. © 2014 TITO'S VODKA, INC. ALL RIGHTS RESERVED.

MARCH 8 & 9

PA CONVENTION CENTER









www.phillybikeexpo.com

2024

philly BIKE RIDE

OFFICIAL COURSE MAP

-  **START**
-  **FINISH**
-  **BIKE ROUTE**
-  **MILE MARKER**
-  **MEDICAL**
-  **REST STOPS**



A 7.6-mile long version of the course map is also available. Signage will indicate the entrance to the shortcut to the 7.6-mile course.

ALONG THE ROUTE



**EPIC LANDMARKS
AND PHOTO ZONES**

MILES

3, 8, 12 and 20



**LOCAL PERFORMERS
PLAYING TIMELESS HITS**

MILES

2, 5, 11, and 16



**SNACKS & SAMPLES
FROM PARTNERS**

MILES

8.5, 14, and 15.5



REST STOPS/WATER STATIONS

Fully stocked rest stops with water, bananas, and other snacks will be available along the way on **Miles 8.5 and 15.5.**



BATHROOMS

Portable toilets are available at all **Rest Stops, Start Line,** and **Finish Festival.**



MEDICAL HELP

Our main medical hub will be placed by the Finish Line.

**ASK ANY STAFF MEMBER, VOLUNTEER
OR POLICE OFFICER IF YOU NEED
MEDICAL ASSISTANCE.**



SAG VEHICLES (SUPPORT AND GEAR)

SAG vehicles provide transportation to the Finish Line for riders (and their bikes) who require assistance or are behind the 6 MPH pace.



BIKE REPAIR & FREE TUNE-UPS

Mobile Mechanics will be at the Start Line area and on-course to assist riders during the event. If you get a flat tire or have a mechanical issue with your bicycle, look for a Mobile Mechanic.

Keswick Cycle will be at the Start Line, providing bike safety checks.



Course Highlights include **Shake Shack Stop on Mile 14** and the **Red Bull DJs on Miles 11 and 16.**

SHAKE  SHACK®



ASSISTANCE AND EMERGENCIES

If you need assistance, medical attention or if your bike has a major mechanical issue, and you need transportation to the Finish Festival, contact our Ride Support Staff during the ride at **(215) 606-3562. In case of critical medical emergency, call 911.**

GETTING READY TO RIDE

BEFORE THE RIDE

Plan your trip to the Start Line in advance. Check travel time and reserve parking in advance.

Check your bicycle prior to the event to ensure you have air in your tires, working brakes, and any quick releases tightened.

RIDING WITH KIDS AND TEENS

Children under the age of 3 are NOT allowed on the ride.

Kids (ages 3-7) must ride with an adult on a tandem bike, in a child's seat, on a tag-along bike or in a bike trailer.

Youth riders (ages 8-17) must participate in the event with an adult riding in closing proximity the entire event.

RIDING AS A GROUP/TEAM

Pick a **meeting spot** at the Start Line area prior to entering the ride corrals.

Make sure you and others in your group have stored important **contact info**.

If you get separated from your group, continue to the next rest stop and look for them there. For safety, do **NOT** pull over to the side of the road to wait for them.

RIDE-DAY CHECKLIST

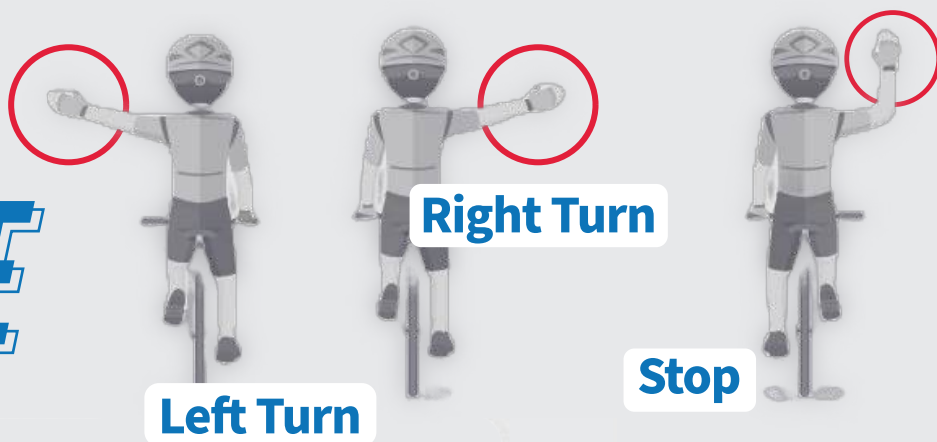
- ✓ **Weather-appropriate clothing.**
The event will take place rain or shine.
- ✓ **1-2 filled water bottles** and hydrate often during the ride.
- ✓ **Helmet** (mandatory).
- ✓ **Your RIK** (mandatory).
- ✓ **Bike Lock** to park your bike at the Bike Parking at the Finish Festival.
- ✓ **Photo ID + cash and/or credit card** to purchase snacks and merch at the Finish Festival.
- ✓ **Fully charged cellphone.**
- ✓ **Sunscreen and Sunglasses.**



RULES OF THE RIDE

- 1 WEAR YOUR HELMETS!** Helmets are mandatory and required to participate in the ride. If you're not wearing a helmet, you will not be permitted to join the ride.
- 2 HAVE YOUR RIDER IDENTIFICATION KIT (RIK) VISIBLE** at all times. Affix your bib to your shirt and helmet sticker on the front of your helmet. You may be asked to leave the ride if elements of your RIK are missing.
- 3 RESPECT OTHER CYCLISTS AND KEEP A SAFE DISTANCE** between yourself and others around you.
- 4 DO NOT RIDE AGAINST THE FLOW, NOR STOP IN THE MIDDLE OF THE ROAD.** Move completely to the side of the road (right side) and look for a safe place before stopping along the route.
- 5 DO NOT WEAR EAR BUDS OR HEADPHONES.**
- 6** Keep at least **ONE HAND ON THE HANDLEBARS** at all times.
- 7 BE PREDICTABLE AND RIDE IN A STRAIGHT LINE.** Keep to the right side of the roadway when riding and pass other riders on the left side of the roadway. Call out "passing on your left" if you have to pass slower riders closely and use hand signals when slowing down, stopping, turning or changing lanes.
- 8 DO NOT USE YOUR PHONE** while biking. If you wish to take pictures during the ride (which is highly encouraged), pull over to the side of the road so other riders don't get blocked. Share your photos on social media and tag @PhillyBikeRide.
- 9 CONTROL YOUR SPEED** and be ready to slow down for congestion or road hazards.
- 10 E-BIKE POLICY:** The Ride welcomes class 1, 2 and 3 e-bikes. Riders must comply with the speed limit of 18 mph and are not allowed to exclusively use the motor without pedaling for an extended period of time.

ROAD ETIQUETTE



Here are some of the most common hand signals to use for a safer experience on the road.

FINISH FESTIVAL

KEEP THE PARTY GOING AT THE PHILLY BIKE RIDE FINISH FESTIVAL!

When

SATURDAY, OCTOBER 19
from 8:30 am to 12:30 pm

Where

EAKINS OVAL

In front of the Museum of Art
2451 Benjamin Franklin Pkwy
Philadelphia, PA 19130

FESTIVAL HIGHLIGHTS & ACTIVITIES

- Music at the Festival Stage
- IBX Well-Being Zone
- New Belgium Beer Garden + Tito's Premium Vodka
- Philly Bike Ride Merchandise Store
- Shake Shack + Food Truck Line Up

BIKE PARKING

Bring your lock! Privately secured Bike Parking will be available on the Oval so you can enjoy the Finish Festival with peace-of-mind. Bike Parking is first-come, first serve.

FOOD & DRINK

Grab some snacks after 20 miles! Enjoy a **cold beer** or a **Tito's cocktail in the New Belgium Beer Garden** next to the stage, and don't miss our food court with **Shake Shack** and other yummy food trucks.



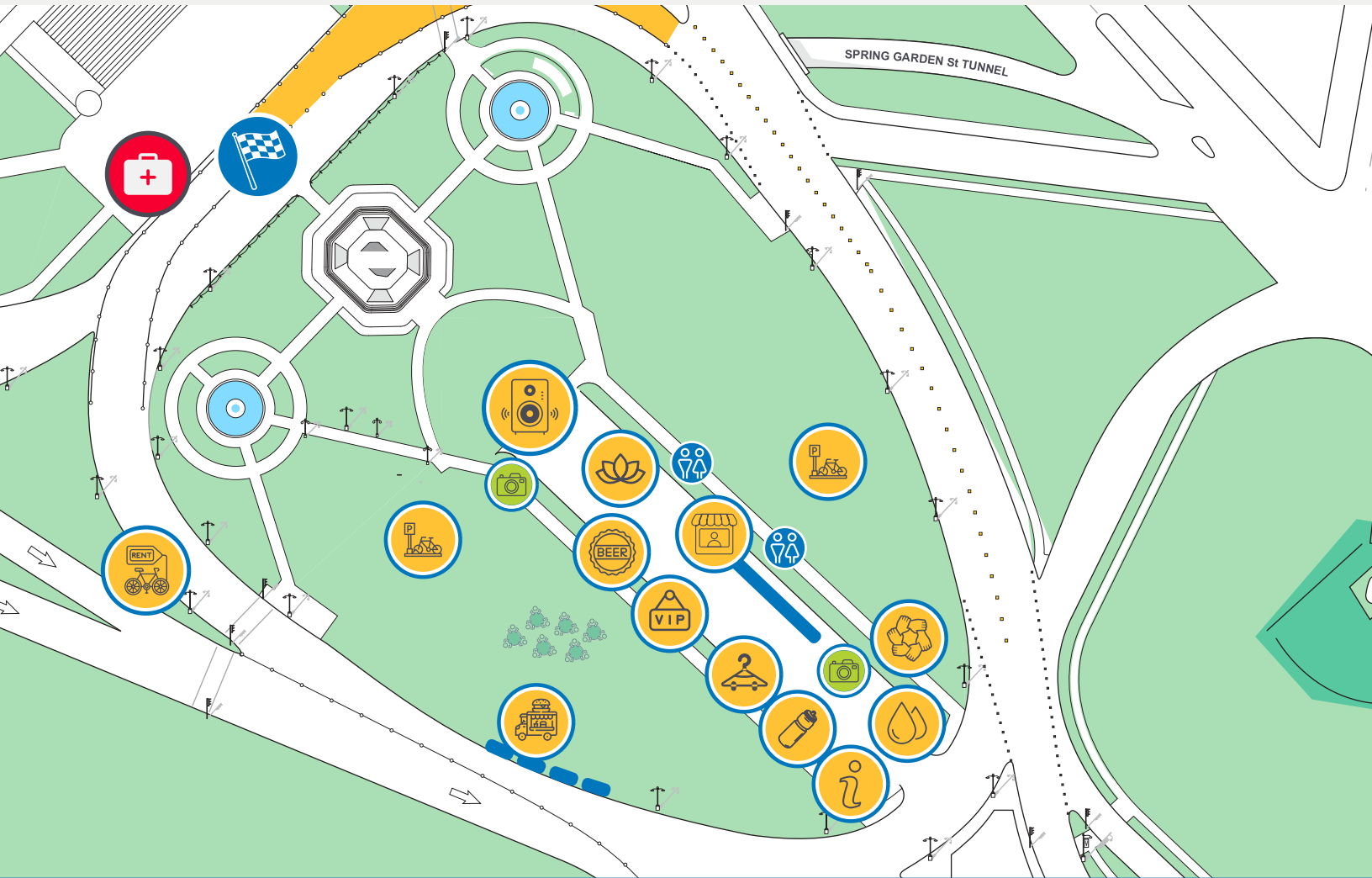
NOT COMPLICATED. JUST GOOD.

Made from, 100% Angus Beef, and
always cooked to order, there's a reason
people line up for our burgers.

SHAKE  SHACK®

MIDTOWN VILLAGE | CENTER CITY | UNIVERSITY CITY

FINISH FESTIVAL MAP



BEER GARDEN



FINISH LINE



MERCH STORE



VIP LOUNGE



BIKE PARKING



FOOD TRUCKS



PHOTO AREA



VOLUNTEERS



BIKE RENTALS



INFO & SOLUTIONS



RESTROOMS



WATER REFILL



EXHIBITORS & VENDORS



MEDICAL



FESTIVAL STAGE



WATER BOTTLE



WELL-BEING ZONE BY Independence

The Finish Festival is open to the general public!

Invite your friends and family to enjoy it with you.

GIVING BACK

YOUTH CYCLING PROGRAM

Part of your Philly Bike Ride registration fee is donated to the Bicycle Coalition of Greater Philadelphia in support of advocacy, education, and youth cycling activities, including the **Bicycle Coalition Youth Cycling** program. The initiative **works with youth ages 12-18** across Philadelphia in **building healthy habits, leadership, and independence** through the sport of cycling.



The Coalition partners with community, governmental, public, and private entities to **advocate and educate, to make streets and trails safe and accessible, and to encourage more people to engage in safe bicycling.**

SPONSOR A RIDER

Philly Bike Ride strives to be inclusive, and with your support, the Sponsor A Rider program **covers the participation fee for riders who would otherwise not be able to join the ride.**

Donate to this scholarship fund during sign-up, and **we will match donations dollar-for-dollar up to \$5,000!**

Questions about the program?

Email HELLO@PHILLYBIKERIDE.COM

**350+ FREE TICKETS
DONATED TO COMMUNITY
MEMBERS & PARTNERS**

BECOME A MEMBER



SUBSCRIBE TO OUR NEWSLETTER



JOIN THE MOVEMENT
advocacy • education • community

OFFICIAL MERCHANDISE

Wear your love for bicycling and Philly Bike Ride on your sleeve!

Shop for Philly Bike Ride gear at the Official Merchandise Shop at Packet Pickup and at the Finish Festival.

Our retail partners have a great selection of men's, women's, and kid's t-shirts, plus cycling jerseys, jackets and more.

➔
**Official Course
Map T-shirt**



VISIT BIKERIDESHOP.COM TO SEE THE FULL LINEUP!



➔
The Philly Bundle Tee

➔
**Philly Bike Ride 2024
Cycling Jersey**

NOTE

If you purchased merchandise online after 10/5 or need to process a size exchange, please visit the PBR Pop-Up Shop at Packet Pickup or Finish Festival.





HIGH QUALITY



LOW IMPACT



FAT TIRE IS EASY DRINKING & EASY ON THE PLANET

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Tito's®



Handmade

VODKA

AUSTIN ★ TEXAS

YOU'RE INVITED TO THE RIDE PRE-PARTY!

We are excited to have **Tito's** as a sponsor for this year's Philly Bike Ride, helping us fulfill our mission of **making cycling safer and inclusive!**

Join us at **Kite & Key**, for **drink specials, interactive games, and awesome swag** offered by **Tito's Vodka**.



1836 CALLOWHILL ST
FRIDAY, 10/18 • 6-9 PM

L O V E , ♥

Tito's®

THANK YOU TO OUR PARTNERS

OFFICIAL PARTNERS



SUPPORTING PARTNERS



MEDIA PARTNERS

