

Telling Bicycle Stories

November 1, 2011, Tom Brown Arena, 141 Bayview Road

Using social media to build coalitions, generate enthusiasm and sweeten the real-life ride



Hayley is the outreach coordinator for the City of Bellevue's (near Seattle) transportation demand management program and a community organizer lobbyist who focuses on social media and creative elements such as cycle fashion shoots and group rides to generate enthusiasm.



6:00 pm: Doors open (mingle and sandwiches)

7:00 pm: Speakers

8:15 pm: AGM starts



Facebook.com/safecycling



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All are welcome for this presentation.

Free admission – Donations appreciated. Bike racks available. Convenient to transit. (Bayview station for O-Train and Transitway)



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