



For immediate release

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Rochester Bike Week 2024

Fresh off of creating their first Active Transportation Plans, the City of Rochester and Monroe County are poised to celebrate [Bike Week 2024](#)! The annual celebration in May encourages folks who haven't ridden in a while to get back on their bikes while showing residents how welcoming [the bike community](#) is in Monroe County. It's also a perfect time for municipalities to show off recent bicycle investments.

The reasons to bike are many: physical health, mental health, using [the right tool](#) for short journeys, rides serving as a social cohesive & breaking down barriers, reducing carbon emissions, saving households & [society](#) money, benefiting businesses, attracting & retaining young people who want transportation options and less car-dependence, alleviating parents from having to be constant chauffeurs for their kids, etc. Did we mention that riding a bike is just plain fun?

The festivities kick off with Reconnect Rochester's Light Up The Night Ride on **Friday evening, May 10th** at 7pm at Genesee Valley Park's Sports Complex on Elmwood Ave. Participants use bike lights and other [creative lighting options](#) and embark on a "callithumpian" 9-mile ride along [bike boulevards](#) at 7:45pm. As always, the grand finale for Bike Week will be the Flower Pedal Populaire courtesy of KICCC (the Keeping It Classy Cycling Club). That ride departs from 100 Norris Drive at 11am sharp on Sunday, May 19th.

National Bike to Work Day this year is Friday, May 17th. Those biking to work that day are welcome to swing by Reconnect Rochester's Bike to Work pit stop at the northwest corner of Union St and East Ave between 7:30am and 10am to fuel up and engage with our staff.

During Bike Week, residents are invited to join a ride, explore our beautiful surroundings by bike, and check out Reconnect Rochester's cycling resources such as [our customized map of low-stress bikeways](#), [our bike route assistance tool](#), and [our on-bike classes](#).

Bike Week is organized by Reconnect Rochester but is truly a grassroots effort in that each event is organized individually. Information for the rides and events are below, along with a specific contact. Even when Rochester Bike Week ends, residents can head to ROCyclingCalendar.org to find rides that fit their style and schedule.

Reconnect Rochester encourages the media to reach out to the various bike groups for quotes and to show up at a ride or two to get some footage.

Here is what's in store. Check out reconnectrochester.org/bikeweek for updates

Friday, May 10

7:30pm: Light Up the Night Ride (131 Elmwood Ave)

This fun ride to kick off Bike Week begins after dark and cyclists are encouraged to light up their bikes with bike lights and other creative lighting options. Gather in the Genesee Valley Sports Complex parking lot after 7pm; A ~9-mile intermediate ride will proceed through bike boulevards and trails at 7:45pm at a casual pace. Dress warm and bring an extra layer for when the temperature creeps down after dark. **Contact: Jesse Peers jesse@reconnectrochester.org**

Saturday, May 11

7:15am: Coffee & Cogs 585 (43 Russell St)

16-mile mellow paced (11ish mph) no-drop group ride starting and ending at Winter Swan Coffee (43 Russell St.) Meetup starting at 7:15am. Kickstands up at 7:30am **Contact: Tom Paradise esidarapmot@gmail.com**

8:00am: Just for Giggles Coffee Ride (Schoen Pl, Pittsford)

Rolls from Collins Pavilion at Schoen Place at 8 AM. Course follows the Erie Canal towpath to the University of Rochester then the river trail and city streets to Java's Cafe on Gibbs Street. Details at <https://linktr.ee/justforgigglescycling> **Contact: Martin Petrella martinpetrella62@gmail.com**

1:00-3:00pm Arnett Block Association Bike Clinic (340 Arnett Blvd)

Free bike repairs and raffle. EE Pathways will be on-site to support the Bike Clinic and to register community members for EE Pathways' Spin-A-Thon event that takes place the following week in order to prepare community members for the Juneteenth Underground Railroad Bike Ride taking place on Sunday, June 16, 2024. **Contacts: Melissa Van Heukelum mvanheukelum@hisbranches.org and Latisha McCray Imccray@theexercisexpress.com**

Sunday, May 12

9:00 am: Rochester Bicycling Club: Lunch at Schoen Place (Long View Plaza, Long Pond Rd, Greece)

27-mile no-drop group ride. To enjoy this ride, you should be able to ride for 2 hours at 10-12 mph. Canal path all the way, from west to east, and back. **Contact: Ken Hansen kenkj1@yahoo.com**

Monday, May 13

6:00-8:00pm Genesee Regional Off-Road Cyclists group ride (Shadow Pines, Penfield)

Beginner/Easy ride. Route and details will be published prior to the event. **Contact: info@mygroc.com**

6pm: Just for Giggles Cycling Group Ride (Three Heads Brewing, 186 Atlantic Avenue)

Rolls from Three Heads Brewing at 6:15 PM. Route varies each week through urban/suburban Rochester. JFG encourages newcomers to enjoy a friendly, welcoming group. Pace can be considered brisk by some. Details at <https://linktr.ee/justforgigglescycling> **Contact: Martin Petrella martinpetrella62@gmail.com**

Tuesday, May 14

6-8:30pm: On-bike class at Reconnect Rochester (Hungerford Building, 1115 E. Main Street, door 4)

Many people like the idea of biking more, but don't feel safe mixing with traffic. In this on-bike class, students will learn the rules of the road and proper roadway position. We'll examine safe cycling techniques and ways to make cycling easier and more enjoyable. The class will incorporate classroom learning, parking lot maneuvering drills and a short group ride navigating different traffic scenarios together. Cost: \$25 per person. If cost is an issue, please reach out to us and we'll work with you. For particulars, head to <https://reconnectrochester.org/bike-education-classes/> **Contact: Jesse Peers jesse@reconnectrochester.org**

Wednesday, May 15

6:00 pm: Rochester Bicycling Club: Ontario Lake and Ponds (Island Cottage at Edgemere, across from Shalers)

9-mile no-drop group ride. To enjoy this ride, you should be able to ride for 2 hours at 10-12 mph. Neat ride past summer cottages as well as year-round homes on Lake Ontario. Includes a stop in Braddock Bay Park. **Contact: Ken Hansen kenkj1@yahoo.com**

7:00pm: National Ride of Silence (Liberty Pole, Liberty Pole Way)

Join Black Girls Do Bike Rochester and Monroe County cyclists in a silent procession to honor cyclists who have been killed or injured while cycling on public roadways. Onsite registration starts at 6pm, followed by a pre-ride ceremony. Ride starts at 7pm sharp. The only requirements besides a bike to participate in this ride to raise awareness are the ability to ride along at about 10 mph and the desire to quietly celebrate the fallen. **Contact: Kecia McCullough**
BGDBRochNY@gmail.com

Thursday, May 16

7:00-10:00 am: Bike to Work Pit Stop, REI-edition (REI, Erie Canal Heritage Trail)

Stop by your local REI Co-Op to celebrate Bike to Work week with free coffee, snacks, and bike checks by our talented bike mechanics. The REI crew will be out on the canal path on the south-side of our building to celebrate all of the riders down the Erie Canal Trail and talk all-things outside. Join us at <https://www.rei.com/rochester> **Contact: Tim Beach**
tbeach@rei.com

9:15am Eastside Pedalers – Lilac Festival Ride (2759 Clover St, Pittsford, NY 14534)

Relaxing group ride at 9:30am from the Lock 32 parking lot in Pittsford to the Reservoir at the top of Highland Park and back to celebrate the start of the Rochester Festival Season.. Most of the ride is on the canal path, however there is some climbing required in the middle of the ride to reach the reservoir where we stop and smell the ROSES. (I mean Lilacs). **Contact Richard Fox**
foxsden@rochester.rr.com

7:15pm: Rochester Bicycle Time! (Parcel 5, 285 E. Main Street)

RBT's mission is simple: All riders, regardless of skill level. They meet at Parcel 5 every Thursday around 7pm and start rolling at 7:30pm. Expect a relaxed cruise around the City with an improvised route. This ride is a great way to know how to get around by bike. **Contact: Bryan Agnello**
bagnello@gmail.com

Friday, May 17

7:30-10:00am: Bike to Work Day pit stop (Union Street cycletrack at East Avenue)

If you've never tried biking to work, this is the day! Rochesterians are fortunate to have an average 4.1-mile commute to work, which is about 25 minutes by bike at a casual pace. To thank people cycling to work on May 19th, Reconnect Rochester will have munchies to share and celebrate those who get to work on two wheels. Swing by, fuel up, and talk cycling with our dedicated team. **Contact: Jesse Peers, jesse@reconnectrochester.org**

Saturday, May 18

8:00am: Just for Giggles Coffee Ride (Schoen Place, Pittsford)

Rolls from Collins Pavilion at Schoen Place at 8 AM. Course follows the Erie Canal towpath to the University of Rochester then the river trail and city streets to Java's Cafe on Gibbs Street. Details at <https://linktr.ee/justforgigglescycling> **Contact: Martin Petrella**
martinpetrella62@gmail.com

9:00 am: Rochester Bicycling Club: Hamlin Hustle (Hafner Park, Rt 19 just north of Rt 104)

24-mile no-drop group ride. To enjoy this ride, you should be able to ride for 2 hours at 10-12 mph. From Hafner Park in Clarkson to Hamlin Beach for lake views. Possible stop at Farmer's Table on the way back. **Contact: Ken Hansen kenkj1@yahoo.com**

10:00-12:30pm: George Eastman Bike Tour (900 East Ave)

See Rochester in a new way. A nod to George Eastman's own love of cycling, the George Eastman Bike Tour will take you to ten different locations related to the life and work of this pioneer of popular photography and famous Rochesterian. You will see buildings and sites that shaped Eastman's life—or were in turn shaped by him. \$25 for members, \$30 for nonmembers. Must register and pay beforehand to participate: <https://www.eastman.org/biketours> **Contact: Emma Rathe erathe@eastman.org**

11:00am-1:00pm: Monroe County Bicycle Skills Rodeo at Rochester Hope's Third Saturday Service Providers Festival (Saint Michael's Church, 859 N Clinton Avenue)

Monroe County Department of Public Safety employees will be onsite to engage with the neighborhood and teach children, of all ages, the necessary skills for safe (and fun!) bike riding. In addition to these lifesaving skills, staff will show parents and caregivers how to properly fit helmets, which are provided to the children at no cost. Delta Sonic has partnered with Monroe County and St. Michaels and due to their generous donation, we will be raffling off children's bikes at the end of the event. Please note that the Bike Skills Rodeo will be held in the Salvation Army parking lot across from St. Michael's.
Contact: Jean Triest jeantriest@monroecounty.gov

Sunday, May 19

9:00 am: Rochester Bicycling Club: Lakeside Ride (Abbott's lot, Beach & Lake, Charlotte)

14-mile no-drop group ride. To enjoy this ride, you should be able to ride for 2 hours at 10-12 mph. Flat pleasant ride along Lake Ontario and the Parkway bike trail. **Contact: Ken Hansen kenkj1@yahoo.com**

10:45am: Keeping It Classy Cycling Club (KICCC) Flower Pedal Populaire (Cobbs Hill Park, Lake Riley Lodge, 100 Norris Drive)

Rochester Bike Week 2024 culminates with this fancy-summery-dress themed ride, which will depart at 11am and take a leisurely pace through and around the city. Plan for a brunch picnic afterward in one of our lovely local parks and for fun with local cyclists! For more details, check out facebook.com/KICCCRochester **Contact: Laura Mack lauradeirdremack@gmail.com**