



City of Rochester, NY
Lovely A. Warren, Mayor
Rochester City Council

BEST PARKING AT THE MARKET A BICYCLE INCENTIVE/REWARD PROGRAM

The **City of Rochester Public Market** offers a year-round incentive/reward program for those who use bicycles for transportation to and from the Market! Here's how it works:



Register for the program at the Market Office on any regular Market day during open hours.



Receive your official *Best Parking at the Market* bike helmet sticker. The stickers look like this:



Each week you ride your bike to a regular Market day or official Market special event, you can enter that week's drawing to win Market Gift Tokens. Yeah, every week, all year long! And there's no limit to the number of times you can win!



To enter the Market Gift Token drawing for each week you ride to Market:

- * Drop by the Market Office lobby (in the two-story brick house at the center of the Market grounds) with your sticker on regular Market days and hours, or at official Market special events, and sign in for that week's drawing on the clipboard!

- * If you have a smart phone: Take a "selfie" that shows you, your official helmet sticker with its number, bike, and any recognizable piece of the Market. Send your selfie to this email address: pmarket@cityofrochester.gov.



AND CHECK THIS OUT: All registered participants qualify for a discount on any bike cargo gear at Full Moon Vista Bike Shop, 1239 University Ave.! This includes baskets, panniers, and other gear to make it easy to tote your Market purchases by bike! Just show your helmet sticker to get the discount!

Questions? Email pmarket@cityofrochester.gov, call 585-428-7282, or go to the program web page: www.cityofrochester.gov/biketomarket. And THANK YOU for choosing a clean, green, healthy, space-efficient way to get to the Market!

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