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FOR IMMEDIATE RELEASE

### **Popular Bike Share Program Returns to Long Island for 2017**

*Social Bicycles to Launch Expanded Operations and Announce a New Sponsor Partner  
in its Second Full Season in Long Beach, NY*

LONG BEACH, N.Y., May 19, 2017 -- Social Bicycles is excited to announce the return of its celebrated bike share program to Long Beach, NY. To coincide with the unofficial start of summer, "SoBi Long Beach" sponsored locally by SunPower by EmPower Solar will have its official launch on Friday, May 26<sup>th</sup>, 2017 just in time for Memorial Day weekend. Some bicycles have already been deployed on the boardwalk, the LIRR station and throughout the city.

The 2017 season will kick-off with a Ribbon Cutting at Edwards Blvd on the Boardwalk on May 25<sup>th</sup> at 11am with City Officials and The Long Beach Chamber of Commerce

"Increasing bike use is one of a number of key actions a community can take to reduce fossil fuel consumption and directly improve air and water quality. We have a wonderful opportunity to use fun and exciting technologies, such as bike share, solar and electric cars, to mitigate the impacts of climate change and simultaneously strengthen the economy. Many of our 70 employees live locally and we all look forward to using Social Bicycles in Long Beach to commute to our Island Park Solar Design Center and ride the boardwalk on weekends," David Schieren, CEO SunPower by EmPower Solar.

For the 2017 season, SoBi is adding two to three new hub locations to its 11 existing hubs. New locations in the east and west end of the city will better serve the community, local businesses and commuters. Please check here for existing stations: <https://sobilongbeach.com/>

SoBi is also introducing a new Monthly Plan, this year. For just \$15, monthly members are entitled to one hour of riding per day. Riders also have the option of a Daily Plan for \$8 per day, or a full Seasonal Plan for just \$50, good through December 1st. Details on all plans and how to sign up are available on the SoBi Long Beach site: <https://sobilongbeach.com/>. You may also download the Social Bicycles app to your smart phone.

In line with its rapid growth across the U.S., Europe and Australia, Social Bicycles is developing bike share expansion into residential communities and tourist destinations across Long Island.

<https://sobilongbeach.com/>



#### **About Social Bicycles**

Brooklyn based [Social Bicycles](#) (SoBi) builds the next generation of urban mobility: bicycle sharing systems that are smarter, cheaper and faster to deploy than traditional bike sharing programs. Instead

of using costly 'smart racks' and their inherent limitations, our growing team of urban aficionados, engineering wizards, transportation planners and cycling devotees builds 'smart bicycles' using wireless and GPS technology to enhance personal mobility. They believe that every community has a right to more sustainable and affordable transportation choices. SoBi's industry leading bike share platform has fueled the company's explosive growth, changing the landscape of the bike share industry with 30 programs and counting across the United States, Canada, Europe and Australia.

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