

RIDE TO WORK, INC.

DC# 1372
PROCTOR, MI
508-8-1092

210 702 0003
WWW.RIDETOWORK.ORG
PROPAGANDA@RIDETOWORK.ORG

THE DAILY RIDER



Ride to Work Press Release
For Immediate Release -

Minnesota Scooter Commuter Blogs Daily Fifty Mile Ride

This winter, Ride to Work Day will be every day for Minnesota writer and motorcyclist Gary Charpentier. He's scootering to and from his job every weekday now, riding fifty miles across the snowy frigid heart of Minneapolis and St Paul. A daily blog chronicling the adventurous experience can be read at <<http://www.ridetowork.org/blog/>>

"Gary is breaking new frontiers experimenting with the logistic, thermal and risk management challenges of commuting year-around in a less-than-ideal weather and traffic situation," according to Andy Goldfine of Ride to Work, a motorcycle and scooter advocacy organization.

Insane as the project may seem, writer Gary Charpentier's life is otherwise about as normal as anyone else's - he's a happily married father and 40-hour-a-week research technician at a Twin Cities engineering firm. His scooter commute route is ideal for urban mobility research because it offers a mix of varying roads and traffic conditions, as well as some of the most beautiful scenery the Twin Cities has to offer.

With the recent gasoline price increases, and concerns about Peak Oil, scooters have enjoyed a renaissance in popularity. Explaining one motive for "The Baron in Winter" commute blog, Gary stated, "Ever since getting out of the Marines, I've missed the challenges which were a part of everyday life in the Corps, and I get bored easily with the same old routines of the 9 to 5 grind." In addition to this new blog, he also writes a regular column in Minnesota Motorcycle Monthly, and has been published in a variety of other monthly magazines.

Combine a typical Minnesota winter, a complicated commute, a bored Marine, and a motor scooter -- and the result is a daily blog of unusual interest.

Lev Mirman of Bargain Jim's donated the Chinese-made Baron 150SX scooter for this enterprise, and several other scooter and motorcycle gear companies (Baron Scooters, Aerostich, Kenda USA, and Bob's Cycle Supply) are providing additional products and other support.

For more information about the commute, writer Gary Charpentier, and Ride to Work, please contact Andy Goldfine at <agoldfine@ridetowork.org> or 218 722 9806.

The Baron in Winter Blog

- <http://www.ridetowork.org/blog/>

Bio information on Gary

- <http://www.ridetowork.org/files/master/pressrelease/gcharp.pdf>

Transportation Motorcycling fact sheet

- http://www.ridetowork.org/docs/2005trans_facts.html