

Keep this personal Clean Air Challenge Diary for a day or a week and return to us promptly. Good luck on your clean air challenge.

Please Record Kilometres Per Person Using Transportation Alternatives To The Single Occupancy Car For The Week Of June 1 To 7 1998. Send the information by phone to 645 2845 or fax to 645 0981.

ALTERNATIVES	June 1	June 2	June 3	June 4	June 5	June 6	June 7
public transit							
bike							
walk/run							
in line skate							
train							
car pool							
skateboard							
other							

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Reducing Automobile Dependency Starts With You!! Here Are Some Solutions:

- Walk to your destination. It is good for the environment and it feels good.
- Bike to work...and anywhere else! Cycling gets you in shape, saves you money on fitness club membership fees and for many destinations, you can get you there as fast as driving.
- Reduce your trips. Try to combine commuter trips with shopping and errand trips.
- Sell your car! The \$7800 you save every year can buy you and your family bus passes for the year and car rentals every weekend and still leave you with extra cash.
- If you do cycle to work, start a bicycle users group at your workplace to share information and provide support for co-workers to cycle to work.
- Choose to live in a pedestrian/ bike/transit friendly neighbourhood.
- Buy a bus pass. It's cheaper than driving and you don't have to worry about parking.
- Ask your employer to provide transit passes and install showers and bike lockers to encourage alternative transportation commuting habits.
- Lobby for better cities and transportation - tell your city councillor, your MPP and MP what you think.
- Get involved in the transportation planning process and campaigns that can promote transportation alternatives.
- Support environmental groups such as the Thames Regional Ecological Association (TREA). To find out how you can get involved with the London Bicycle Festival or other GREEN activities contact the TREA office at Grosvenor Lodge:

645-2845/Fax- 645-0981
E-mail- trea@wwdc.com

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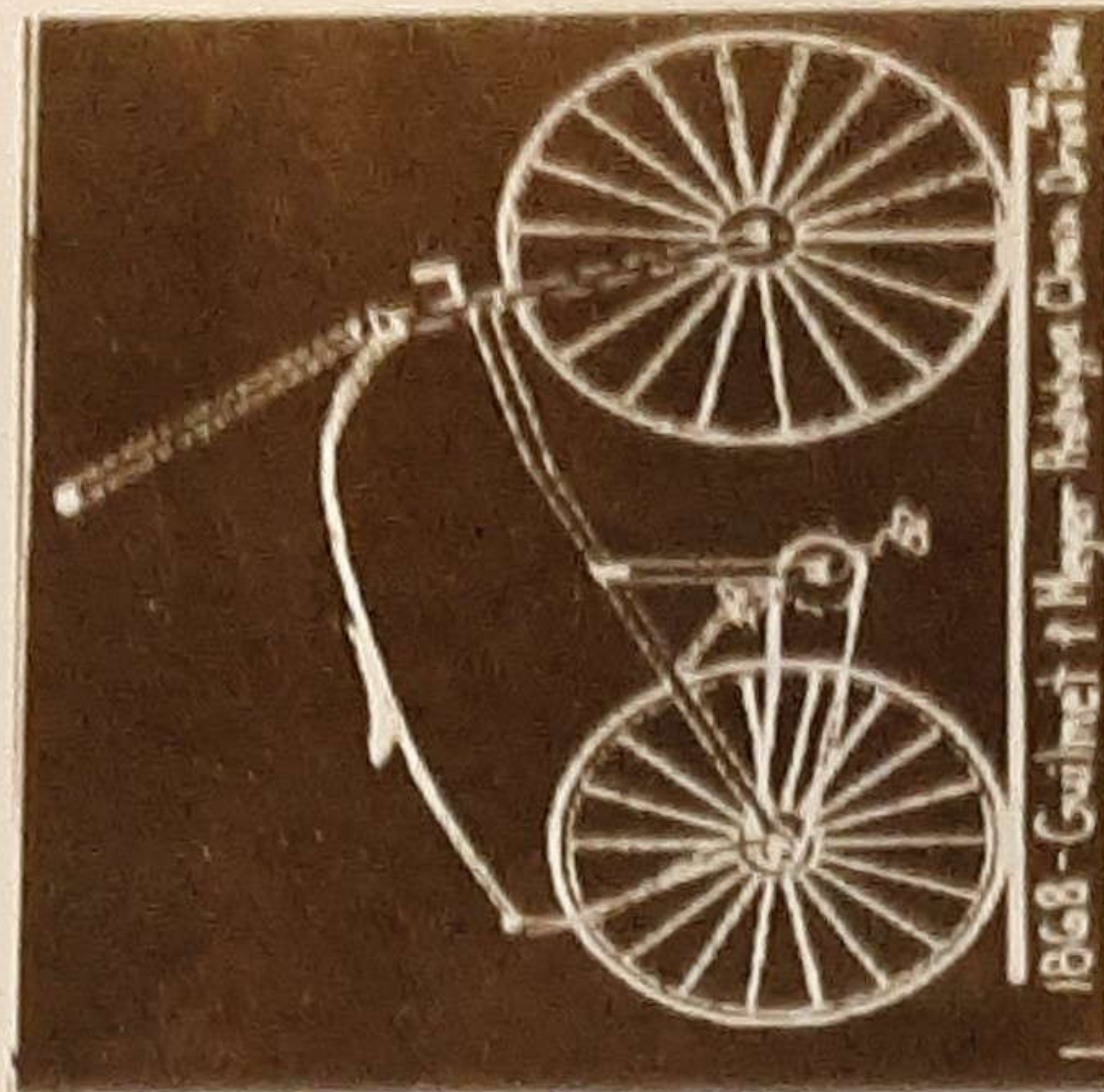
Off Bike Helmets

Saturday June 6 only.
Limited quantities, selected models. Not to be used with other discounts.

The Fit Matters!

- Select the helmets that fits you best
- Front and rear straps should meet just below each ear when tightly adjusted. The chin strap should be snug without pinching so you can fit one finger comfortably between your chin and the strap.
- Try to slide the helmet from side to side and back to back. The helmet should stay snug.
- Most helmets come with different sized foam pads. Use these to "fine tune" the fit. For example, if your head is narrow, you can add thicker pads to the sides and thinner pads to the front and back.
- The helmet should be positioned level from the back to front, about 3 cm above your eyebrows.
- The helmet should fit snugly on your head. It should not be so tight that it hurts, and should not tilt backward or slide down over your eyes.

June 3 - June 7, 1998
London Bicycle Festival '98



A celebration of the bicycle as a means of transportation and recreation



Cyclists' Breakfasts

Wednesday June 3 to Friday June 5
7 AM-9 AM Victoria Park Bandshell
Wednesday June 3 only
8 AM-10 AM Talbot College U.W.O.

Sponsor: Bell Canada, Kellogg's,
Tim Hortons & U.W.O. Police

On the way to your place of employment or morning destination stop by for a free break fast. Replenish yourself with juice and a muffin. Check out the displays and get a free bicycle check-up.

Roller Blade Through The Parks

Wednesday June 3 Starting at 6:30 PM
Victoria Park Bandshell

Sponsor: The Forest City Rollers

Enjoy a guided tour on roller blades through the city with our local in-line skating club on sidewalks streets and bicycle pathways - loads of fun and exercise

Bicycle Ride to Dorchester

Thursday June 4 6:00 to 8:30 PM
Starting at Greenway Park Tunnel
Sponsor: London Cycling Club

Learn the skills and pleasures of group cycling with Alexa Gagne on a 40 km ride to Dorchester and back. For information phone the London Cycling Club
Hotline: 433-8704



Kellogg's



Brainstorm '98

Friday June 5 5:00 PM
City Hall, Second Floor
Sponsor: London Bicycle Advisory Committee

This is an opportunity for your input. Come and share your ideas with members of the City's Bicycle Advisory Committee.

Off The Path Riding

Saturday June 6 morning
Boler Mountain 689 Griffith St. (in Byron)
Sponsor: Boler Mountain

Have you always wanted to try real mountain biking but were unsure where to start? Come out to Boler Mountain and try some beginner runs. Trail fee are waived if you pre-register. Call Boler Mountain for more details: 657-8822

Kids Can-Bike Festival

Saturday June 6 10 AM - 3 PM
Sir Frederick Banting Secondary School (parking lot),
Wonderland Rd. N., next to London Aquatic Centre

Kids aged 8-13 are welcome to participate in a fun event and learn bicycle safety skills (approximate participation time is 90 minutes). A parental signature (waiver) is required before starting. Trained instructors will introduce children to the key bike handling skills and training required for the transition from off-road use to roads and bicycle corridors.

Bring your bike and helmet and wear suitable shoes, e.g. open-toed footwear is discouraged. Bicycle mechanics will be on hand to do any minor adjustments or repairs. Come on out and join in on the prizes and refreshments.

Tim Hortons



Forest City Pathway Adventure

Sunday June 7 Starting 9:30 AM to 10:30 AM at
London Regional Art and Historical Museum
421 Ridout Street N. Route Time, 1 to 2 hours

Bike, blade or walk on the Forest City's recreational pathways. This is a family event and maps and clues will be given out to participants to complete the route. This is a great way to get fit while learning about London's history and environmental issues.

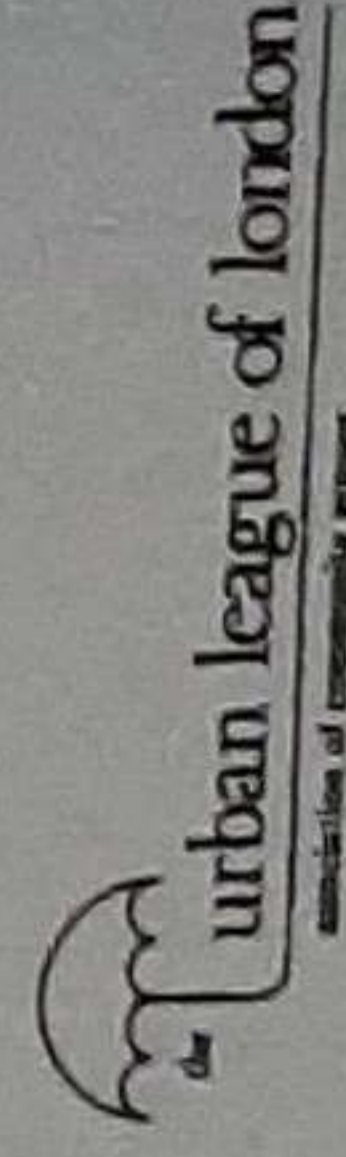
Pre-registration is required.
Contact C. Veary at 432-2000 ext. 4763 or 432-9919
or E-mail S. Robson at <stevbike@xcelco.on.ca>

Cars Hurt Our World

- Cars are the main source of air-borne pollutants you breathe in every day and cars pollute most during short inner city trips (under 15 kilometres) most easily done by bike or by walking.
- Automobiles are responsible for an estimated 20 - 25% of the world's carbon dioxide emissions from fossil fuel use and are, therefore, a principal contributor to global warming.
- Exhaust fumes have been linked to cancer, a variety of bronchial and respiratory illnesses and acid air pollution.
- Worldwide a quarter of a million people die on the roads every year and ten million are injured.
- Construction of highways, roads, parking lots etc. destroys huge amounts of habitat, both for people and for wildlife (in the U.S. more land is currently devoted to the automobile than to housing).
- Gasoline and diesel fuel are non-renewable energy resources that are depleted from our earth and not replenished.



FRIENDS
of the
ENVIRONMENT
Foundation



LRAHM
London Regional Art & Historical Museum

Clean Air Wednesday

Wednesday June 3

Brought to you by London Investment in Education Council in cooperation with Grosvenor Lodge

Clean Air Wednesday is a special event for community members to participate in reducing car usage.

We invite you to join London's first Clean Air Challenge - either on Wednesday June 3 for one day or the whole week June 1 to 7. Support our challenge with VANCOUVER, VICTORIA, CALGARY, OTTAWA and TORONTO on a "car miles saved per capita" basis. These cities are collecting data on the Wednesday as well as some for the whole week.

Not only cyclists, but also bus riders, car poolers, roller bladers and walkers can contribute less to traffic and pollution.

Last year for one day London's 1146 participants recorded a distance of 9674 kilometers by transportation alternatives to the single occupancy car. Across Ontario over 10,000 individuals participated in clean air challenge events logging approximately 33,000 days dedicated to transportation alternatives.

Whether it is bikes, buses, blades or even teleconferencing - whether it is to school, work or recreation - tell us your results. The form on the back of this page makes it easy to collect data for the day or the week.



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