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**FOR IMMEDIATE RELEASE**

**Denton County Transportation Authority Partners with  
North Central Texas Council of Governments  
to Host 2017 Bike Everywhere Challenge**

*Residents encouraged to ride their bike this May during National Bike Month and join the challenge for a chance to win prizes*

**LEWISVILLE, TEXAS (April 27, 2017)** – The Denton County Transportation Authority (DCTA) is partnering with the North Central Texas Council of Governments (NCTCOG) to host the [2017 Bike Everywhere Challenge](#) to encourage people to ride their bike instead of driving their car during the month of May which is National Bike Month! This free challenge is open to all Denton County residents to enjoy the benefits of biking while also getting a chance to win cool prizes.

**The challenge starts Monday, May 1, and ends on Wednesday, May 31.** Each participant must create a free account on [NCTCOG's Try Parking It website](#), join DCTA's Bike Everywhere Challenge and log their bike trips to be eligible to win the challenge prizes.

The three participants with the most bike trips logged at the end of the challenge will win the following top prizes provided by DCTA's three member cities – Denton, Lewisville and Highland Village – who have sponsored the challenge:

- **1st Place** – \$150 gift card to Cadence Cyclery and sponsorship swag
- **2nd Place** – \$75 gift card from Denton Bicycle Center and sponsorship swag
- **3rd Place** – Two VIP tickets to the 2017 Lewisville Western Days Festival (\$500 value) and sponsorship swag



“We’re excited to partner with NCTCOG and our three member cities to host the Bike Everywhere Challenge this May to celebrate National Bike Month,” said Jim Cline, DCTA President. “Our goals for this challenge is to encourage all Denton County residents to ride their bike as alternative transportation to help increase their physical activity and reduce their carbon footprint.”

All participants must log their bike trips by Monday, June 5, to be counted toward the challenge. Participants who don't win the top three prizes will still be eligible to win prizes for [NCTCOG's Try Parking It rewards program](#).

DCTA customers can ride their bikes to A-train rail stations and take advantage of bike racks on buses and the A-train. Bicycles are allowed on the A-train and most DCTA buses.

For more information about DCTA's Bike Everywhere Challenge and to sign up, visit [BikeDCTA.net](http://BikeDCTA.net).

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**ABOUT DENTON COUNTY TRANSPORTATION AUTHORITY**

Formed in 2002 and funded in 2003, the Denton County Transportation Authority has been focused on an aggressive service implementation strategy to address the mobility needs of Denton County residents. The central element of their Service Plan is the A-train, which connects with DART's Green Line at Trinity Mills in Carrollton and provides service to five stations within Denton County. In addition to the A-train, DCTA provides Connect Bus service in Denton and Lewisville, Connect Shuttle and Community On-Demand services in Highland Village, Access service, Frisco Demand-Response service, University of North Texas (UNT) and North Central Texas College (NCTC) Campus Shuttle and vanpool services. The agency carries nearly three million passengers annually system-wide. For more information about DCTA, visit [www.RideDCTA.net](http://www.RideDCTA.net).