



Portland area bike and outdoor retailer,

We are excited to announce that Metro's new 9th edition of *Bike There!* is now available.

The colorful regional map is updated with over 1,500 miles of bike routes and once again printed on durable, waterproof paper. New this edition, the map is being offered at a lower price to customers – just \$6.

Maps are available now to order through Bridgetown Printing. Please contact [Steve Hudson](mailto:steve.j.hudson@rrd.com) at steve.j.hudson@rrd.com to create an online account for easy ordering.

Metro is proud to produce a product that is produced, printed, stored and delivered all within our region.

The 9th edition map features:

- an expanded regional map showing popular recreational cycling destinations where riders can take in the area's natural beauty,
- detailed street and color-coded suitability ratings to guide cyclists to the routes that fit how they like to ride,
- community map insets give a detailed mapping of downtown Portland and 55 area cities,
- MAX, light rail, commuter rail and streetcar lines and stations.

The retail price is \$6 (reduced from the previous \$9), with a **retailer wholesale cost of \$3**.

Retailers in the B-Line delivery area can have their orders delivered by bike!

Maps and more

To promote *Bike There!* we hope area retailers will take advantage of extra marketing opportunities and give-aways for your customers, including:

- Colorful counter displays
- Window clings
- Posters
- Magnets, water bottles, reflective stickers and bike lights, available when you partner with Metro to host in-store events.

Contact [Ed Butts](#) if you are interested in hosting events at your location. Events include games for chances to win prizes, such as T-shirts, stainless steel water bottles and free *Bike There!* maps. Events are typically just a few hours long during a time convenient for retailers.

We hope you are as excited as the Metro team for the release of the new *Bike There!* map and greatly appreciate your support.

Please do not hesitate to contact us with questions.

Sincerely,

Ed Butts

Metro, Regional Travel Options

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