

# Green Notes

## Louis Vuitton Supports NYC's Cycling Culture

NEW YORK, NY—LVMH Moët Hennessy Louis Vuitton's "Bike in Style Challenge" asked student designers from the Fashion Institute of Technology to create stylish, practical and affordable cycling wear and gear. The contest supported New York Mayor Michael Bloomberg's effort to expand the city's cycling infrastructure. Participants were charged with designing ponchos, jackets and travel bags for men and women. The judges, including American designer Donna Karan, First Deputy Mayor Patricia Harris and Janette Sadik-Khan, New York's Department of Transportation commissioner, selected prototypes created by Jessica Velasquez. The first place award earned her \$5,000. Prototypes will be unveiled this summer, as part of the city's Summer Streets program launched last year and sponsored by LVMH. The city closes a 6.9-mile route from the Brooklyn Bridge to Central Park to cars so people can run, bike and walk on three Saturday mornings in August. The challenge was supported by a grant from LVMH to the Mayor's Fund to Advance New York City.



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## Shop Makes Top 10 List of Green Businesses

BEND, OR—*Oregon Business Magazine* has named Sunnyside Sports among the top 10 best green companies in Oregon. The Bend, Oregon, bicycle and cross-country skiing shop was number 10 out of 100 green companies. The rankings were based on confidential employee surveys and a report completed by each company. The green questions were asked during the magazine's 100 Best Companies survey last fall. Sunnyside's green initiatives include reducing its natural gas use by 23 percent since the beginning of the year; avoiding the release of 5,815 pounds of carbon dioxide into the atmosphere last year by utilizing Blue Sky power; and recycling paper, plastic, glass and all metal bike parts. Also, the shop's staff logged 2,300 trips and more than 4,700 miles last year commuting to work by bicycle and the business is housed in a building designed to protect three large old-growth Ponderosa pine trees in the front. Sunnyside co-owner Mike Schindler accepted the award at a dinner in Portland attended by Oregon Governor Ted Kulongoski.

## Bixi Bike-Sharing System Powered by the Sun

MONTREAL, Quebec—Bike-sharing programs are sprouting throughout metropolitan areas as a way to mitigate traffic congestion and reduce pollution from gas emissions. But the city of Montreal found a way to make bike sharing even more sustainable by designing a system powered entirely by solar energy. By going with solar power, base stations that secure the bikes can be placed anywhere since there is no need for electrical connections. Bixi, the name of Montreal's bike-sharing scheme, launched in May with 3,000 bikes at 300 stations throughout the downtown area. The program, which was inspired by Paris' Velib, is run by the city instead of an outside operator and is funded through fees from users. Bikes are made available from May through November before being removed from the streets during the harsh winter months. Last month, Bixi expanded with a pilot project in the Ottawa-Gatineau region in Canada with 50 bikes at four stations.