

# Green Notes

## B.C. Company Runs Sustainable Bike Tours

FERNIE, British Columbia—Sacred Rides Mountain Bike Holidays is building on its sustainable tourism philosophy with the recent purchase of a new diesel van that will be outfitted to run on vegetable oil. The van will be converted by Missouri-based Golden Fuel Systems to transport and filter 120 gallons of used vegetable oil, and will allow staff members to collect and filter oil on the road. “We’re pretty excited,” said Mike Brcic, Sacred Rides’ owner. “In an afternoon you can easily collect 200 gallons of used oil—about \$1,000 worth of fuel in a few hours. The system does the rest. No more massive fuel bills, no more heavy pollution.” Brcic calculated his fuel use for 2008 and estimates that he will pay off the \$4,000 price tag of the system by October. Since 1996, Sacred Rides has offered mountain bike holidays in British Columbia, Peru, Chile and—new for 2008—Guatemala and Croatia. The company’s ongoing commitment to sustainable tourism is part of its responsible riding mandate, a set of guidelines and targets the company implemented in 2006. Among the highlights of the mandate are: hiring only local guides and using local suppliers whenever possible, contributing 2 percent of tour costs to local projects such as schools and environmental programs, sourcing 50 percent local food by 2009 and giving preferences to suppliers and partners who are also working toward greater sustainability.

## Civia, 3rd Nature Encourage Bike Commuting

TEANECK, NJ—Civia Cycles partnered with New Jersey’s 3rd Nature Cycling to host a Commuter Bike Day on June 29. The idea was to highlight the advantages of commuting by bike and give customers a chance to test the Civia Hyland, the inaugural bike from the newly launched commuter-bike company. Despite thunderstorms on the day of the event, turnout was good and enthusiasm ran high, said P.J. Ramstack, sales and customer service manager for Civia. “There was a lot of talk from people who did come ride the bikes, saying that just in the last couple months they’ve been looking at turning to commuting as a possibility for transportation,” Ramstack said. It’s not only skyrocketing gas prices that is leading the change in mindset; People also reported that many workplaces are installing showers and bike parking to better accommodate those who pedal to the office, Ramstack said. “Not only does biking to work make your gas dollars go further, it improves your fitness, reduces stress and gives you a view of the world you may have been missing,” he said. This was Civia’s first commuter day, but Ramstack said the company plans to continue partnering with its retailers for future events.

## California Bike Gear Offers BioGreen Bottles

SANTA FE SPRINGS, CA—California Bike Gear has developed a new line of biodegradable bike bottles for its California Springs line. The line, dubbed BioGreen Bottles, is made with recycled materials and contains a biodegrading additive that is activated when the bottle is disposed of in a landfill, dump or backyard compost pile. The biomass will eventually become a soil nutrient. “California Springs has introduced many innovations and firsts to the bike industry over the past 19 years, but this new development is the best yet,” said Steve Finch, company president. “It’s the cornerstone of our green initiative.” Unlike starch-based degradable plastic made from corn or potato products, BioGreen Bottles are completely recyclable and won’t pollute ground water. Unlike oxo-degradable plastic, it will not degrade in heat or light. BioGreen Bottles maintain the same look and feel of regular California Springs bottles. They are FDA-approved, free of Bisphenol A and are compliant with California Proposition 65, which aims to keep toxic substances out of consumer products. BioGreen Bottles are available through wholesale distributors and will be a part of California Springs’ Custom Imprint Program. For more information, visit [californiabikegear.com](http://californiabikegear.com).

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