

Green Notes

Performance Keeps Bike Tubes from Landfills

SAN FRANCISCO, CA—Performance Bicycle hosted a recycling drive to help keep bike inner tubes out of Bay Area landfills. The North Carolina company partnered with Alchemy Goods of Seattle to host the Bike Tube Blowout at the grand re-opening of its San Francisco store and the grand opening of its new store in San Mateo. Performance operates 86 stores across the country. “The Bay Area is one of the strongest cycling markets in the country, and that means folks go through a lot of bike tires and inner tubes,” said Matt Magnani, director of retail marketing for Performance. “We estimate that more than 14 tons of rubber end up in Bay Area landfills every year. But we can turn those inner tubes into a valuable resource through recycling.” Consumers that dropped off old, unused or blown-out inner tubes for recycling during the July drive received a \$5 gift card. Alchemy Goods plans to use the inner tubes in its line of messenger bags and accessories, which are made entirely through recycling. The company estimates that over the last two years recycling has saved a total of 30 tons of rubber from U.S. landfills. In addition to the recycling of inner tubes, Performance is introducing a Commuter Rewards Program in the Bay Area. The program allows anyone who commutes to work for 20 days via an alternate means of transportation—biking, walking, running or public transit—to earn a \$20 gift card. All Bay Area business, non-profit and government workplaces are eligible to participate.

Recent Grads Launch Eco-Friendly Bar Tape

WAUKESHA, WI—A down job market isn't all that bad. In places like Waukesha, Wisconsin, it's the driving force for new business entrepreneurs. Recently engaged Kelley McDonell, 21, and Derek Sisko, 24, couldn't find jobs in their fields after graduating from college. So they started their own business manufacturing eco-friendly grip tape for bike handlebars. “We started the company because when I took up cycling recently, I discovered that I was allergic to rubber hand grips,” said McDonell. “Derek and I searched for quality cotton bar tape, couldn't find any, so we decided to create our own product and manufacture it out of 100 percent organic cotton.” In addition to using eco-friendly organic cotton, Green Grips also ships product to dealers in reusable plastic containers to reduce waste. “We just love Green Grips because not only is it an earth-friendly product, but also because it's a quality product,” said Karen Peterson of Lexco, its distributor. “The tape is not only perfect for handlebars, but also for anything else you can get your hands on including gardening tools, baseball bats, you name it.” Green Grips is also launching a line of organic cotton grips and colored grips. “We will be using non-toxic dye to make all sorts of fun colored grips,” McDonell said.



Dahon Promotes Green Mobility in New York

NEW YORK, NY—The first 350 consumers who buy a Dahon folding bike in New York City between now and Oct. 31 will get a free membership to Transportation Alternatives, New York City's leading advocacy group for cyclists, pedestrians and public transit. New members receive a New York City cycling map, discounts at local bike shops, a subscription to Transportation Alternative's *Reclaim* magazine, \$10 off registration for the NYC Century Bike Tour and more. “Dahon was founded on the premise of green mobility more than 25 years ago, and we've never stopped pursuing that ideal,” said Joshua Hon, vice president of Dahon. “We hope to help create long-term supporters of T.A., and we are proud to help provide safer places for New Yorkers to ride bicycles.” Dahon is directing consumers to its more than 25 Manhattan retailers on its Web site. As one of the first 350 people, consumers simply need to fill out a special card when they purchase a Dahon bike in order to receive their free membership.