

Bike Emory Campaign
University Marketing



Bike | EMORY.

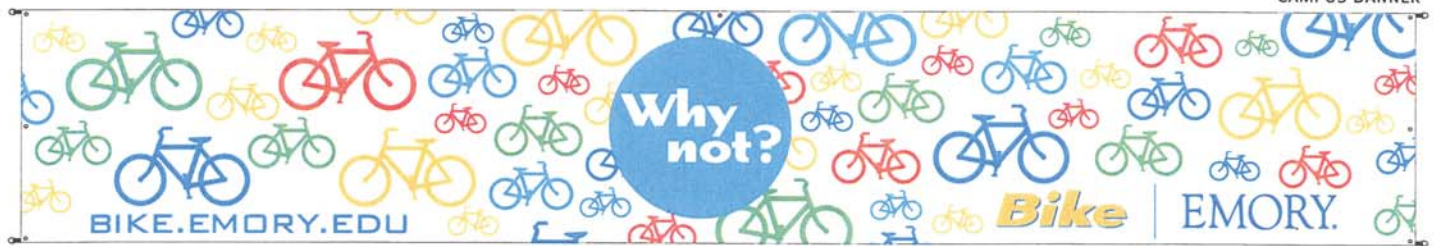
LIGHTPOST BANNER SERIES

COX HALL SUPERGRAPHICS



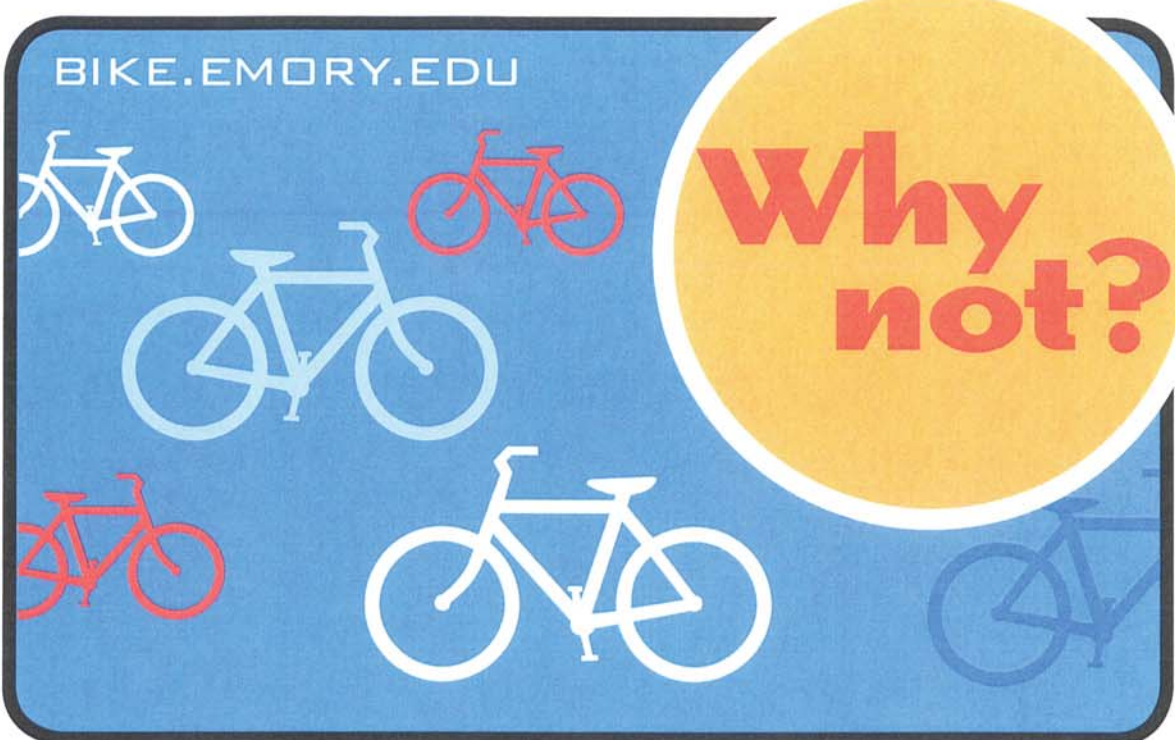
SHIRTS

CAMPUS BANNER



PARKING DECK GRAPHICS





BIKE.EMORY.EDU

Why not?

Looking for a quick way to get around campus? Why not bike?

Don't own a bike? No problem—Bike Emory has your transportation solution. Choose from an excellent online selection of discounted bikes and accessories from Fuji bikes and Bicycle South, or grab a "loaner" bike on campus for fast access to and from class.

Order your new set of wheels through the Bike Emory website to take advantage of the bike discounts, and we'll even throw in a free helmet, anti-theft bike lock and safety light with your purchase.*

Log on and join the Bike Emory online community to receive:

- Information about the on-campus bike "loaner" program
- Times and locations for the convenient on-campus mobile repair center
- A Bike Emory calendar of events, and tips on bike safety
- Discounts, promotions, giveaways, and lots of other cool stuff

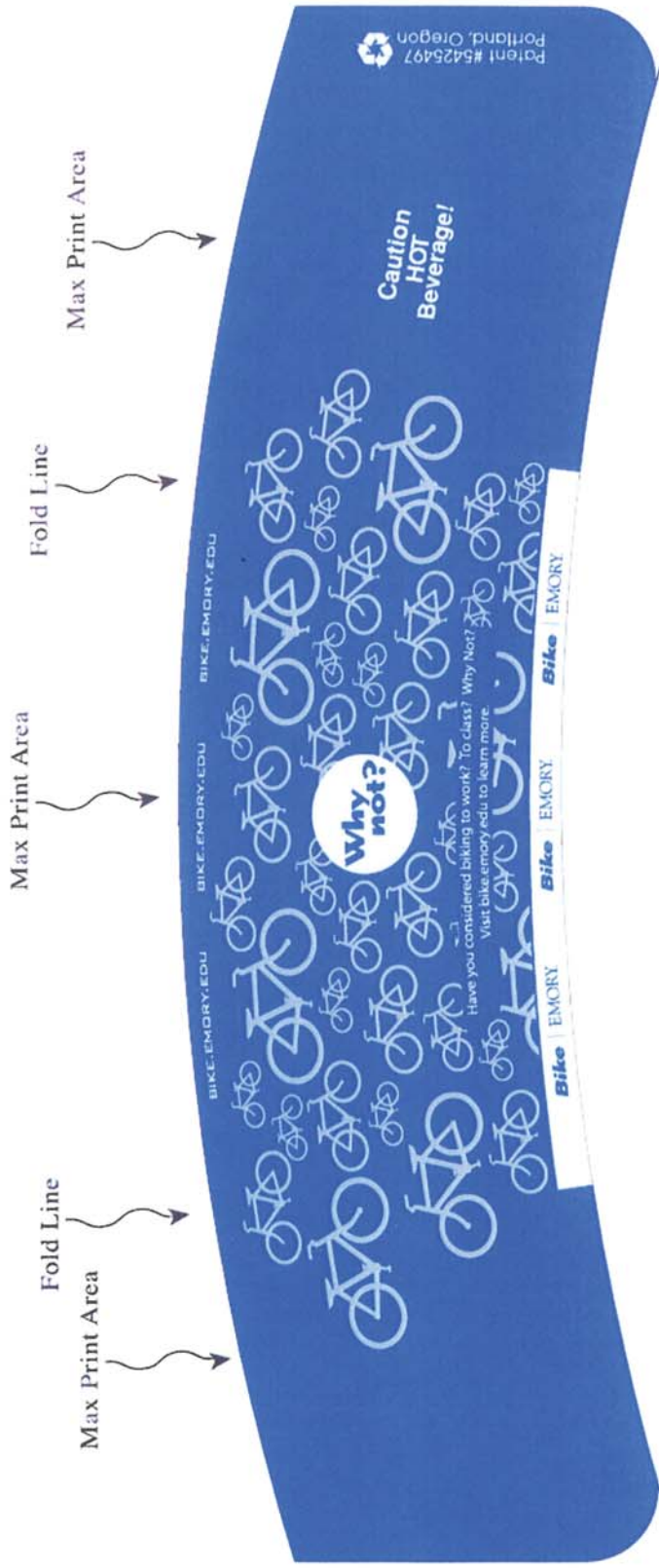
To purchase your bike, sign up for the email list or learn more about Bike Emory, visit the website at BIKE.EMORY.EDU

**While supplies last*

Bike | **EMORY**

Bike Emory Poster

Large Pre-Assembled Template (Seaside)



NO PRINTING
Glue Tab Area

Notes:

Name: Emory Biking

Date: 8/7/07

Proof No: 4 of 4

PMS Ink Colors: PMS 280 Blue U

Paper Color: White

Jacket Size: Large

No. Cases in this Order:

Customer Approval
This artwork is approved for printing as shown.

Customer Signature _____ Date _____

BIKE.EMORY.EDU

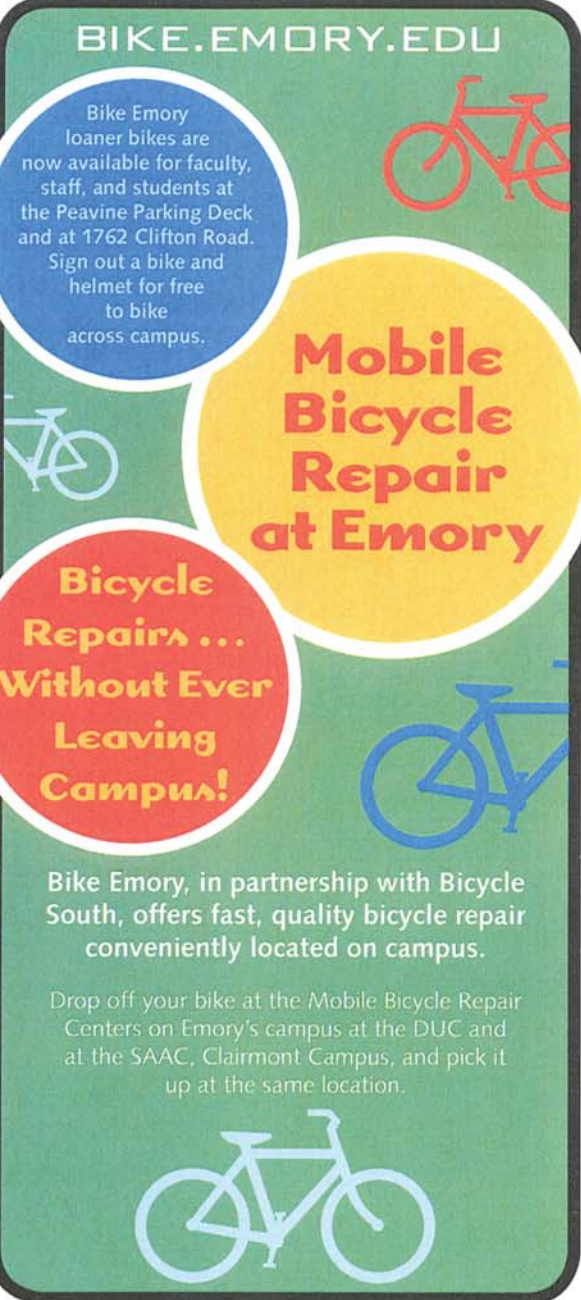
Bike Emory loaner bikes are now available for faculty, staff, and students at the Peavine Parking Deck and at 1762 Clifton Road. Sign out a bike and helmet for free to bike across campus.

Mobile Bicycle Repair at Emory

Bicycle Repairs... Without Ever Leaving Campus!

Bike Emory, in partnership with Bicycle South, offers fast, quality bicycle repair conveniently located on campus.

Drop off your bike at the Mobile Bicycle Repair Centers on Emory's campus at the DUC and at the SAAC, Clairmont Campus, and pick it up at the same location.



Bike | **EMORY**

Services Include:

On-the-Spot Repairs*

- Flat Tire or Tube – \$10.00 + Parts
- Basic Hub Adjustment – \$15.00
- Basic Wheel True – \$16.00
- Basic Front or Rear Brake Adjustment – \$16.00
- Basic Front or Rear Derailleur Adjustment – \$17.50
- Brake Cable Installation and Adjustment – \$20.00 + Parts
- Derailleur Cable Installation and Adjustment – \$30.00 + Parts
- Kickstand Installation – \$8.50 + Parts
- Toe Clip Installation – \$10.00 + Parts
- Bike Rack Installation – \$20.00 + Parts

*(One "on the spot" repair per bicycle.)

48-Hour Turnaround

- Quick-Tune – \$37.25**
(Covers minor adjustments, air, and lube)
- Standard Tune-Up – \$78.20**
(Includes full adjustments of front and rear brakes, derailleurs, hubs, headset, bottom bracket, and truing both wheels)
- Deluxe Tune-Up – \$107.20**
(Standard tune-up plus drivetrain removal and cleaning)
- Wheel True with Spoke Replacement – \$30.75**


Emory cards, credit cards, and checks accepted.

Mobile Bicycle Repair Center Hours and Locations:

- Wednesdays** at the SAAC from 8:30 a.m.–10:30 a.m.;
at the DUC from 11:30 a.m.–1:30 p.m.
- Fridays** at the DUC from 11:30 a.m.–1:30 p.m.;
at the SAAC from 4:00 p.m.–5:30 p.m.

(Bicycles can also be picked up at Bicycle South. To contact Bicycle South, call 404.636.4444.)

Sign up now for the Bike Emory email list by visiting bike.emory.edu, and be the first to learn about upcoming events, special incentives, and giveaways.



BICYCLE SOUTH
BICYCLESOUTH.COM • DECATUR, GA

FUJI
BICYCLES

BIKE.EMORY.EDU

Bicycle Repair Rack Card

Why not?

BIKE.EMORY.EDU

Bike | EMORY

About Bike Emory

1. What is the Bike Emory initiative?

Bike Emory is a new program developed in collaboration with our two bicycling partners, Fuji Bikes and Bicycle South. Bike Emory is dedicated to promoting biking as a fun, safe, and economical transportation alternative. We want to encourage bicycling and bike safety by sponsoring bike-related events, and sharing useful information with bicyclists around Emory. Biking is a fun activity that's not only good for your health, it's also better for the environment, and reduces traffic in our community.

2. Why not bike?

That's the question we're asking all around Emory. We want to make bicycling as convenient as possible—whether you're riding to work, class, or just for fun. Visit the website at bike.emory.edu to stay connected to the biking community, receive updates and tips, and Bike Emory promotional deals.

3. Did you say promotional deals?

Yes. Through collaboration with our bicycling partners, Bike Emory is able to offer reduced prices on select models of Fuji bikes. These premium bikes are being discounted up to \$100 off the regular price. Purchase your bike from the website and you will receive a free helmet, an anti-theft "u-lock," and a rear safety light (while supplies last). We'll even register your new bike for free through the Emory Police Department. These are just a few of the discounts offered to faculty, staff, and students who sign up for the Bike Emory email list.

4. What if a bicyclist would like to ride around campus at Emory, but it is not feasible for them to commute to Emory by bike?

Beginning this fall, Bike Emory will offer a free "loaner" program to help you get around campus and not worry about driving (or parking). Simply show your Emory ID to check out a bike from one of the loaner locations, grab a helmet, and you're ready to go.

5. Where are the "bike loaner" locations?

You can check out "loaner" bikes at the Peavine parking deck and at the 1762 building on Clifton Road. Future loaner locations will be announced throughout the fall. Visit bike.emory.edu for updates.

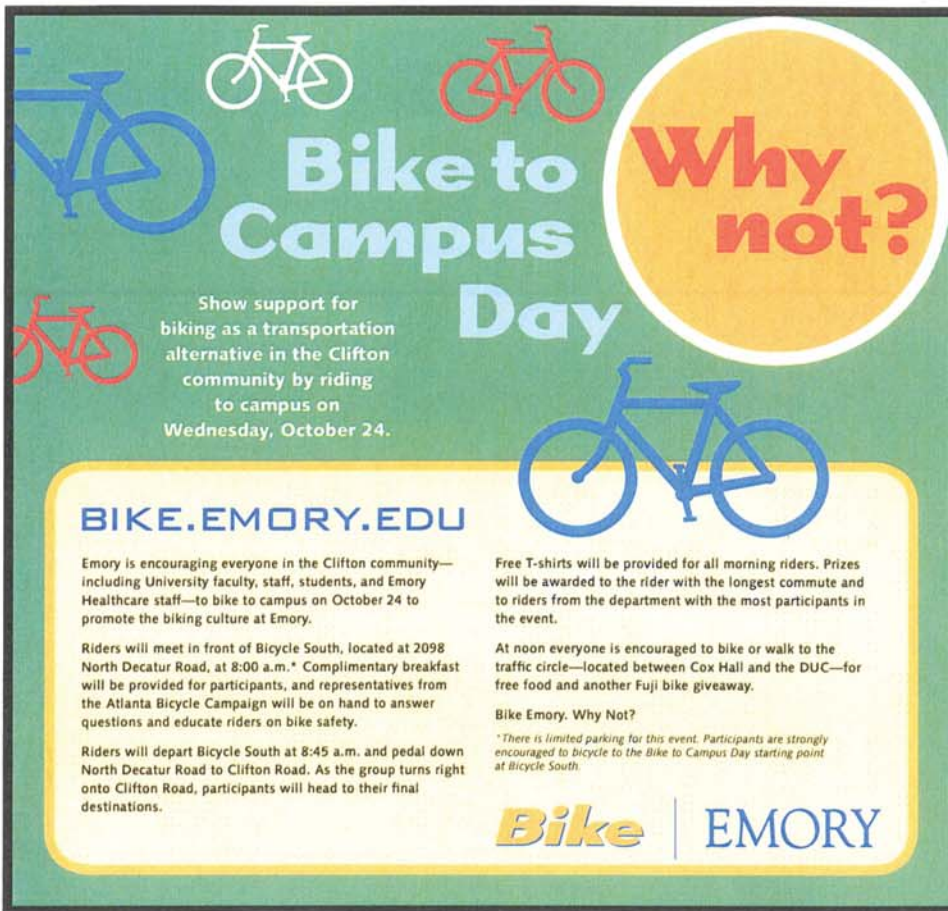
6. What if my bike breaks on campus?

Even the best bikes need repairing. You can take your set of wheels over to Bicycle South and they'll have you back on the road in no time. Starting this summer, Bicycle South will offer an on-campus Mobile Repair Center twice a week (Wednesdays and Fridays) at two locations—in front of the DUC and in front of the SAAC on the Clairmont Campus. Minor repairs will be made on-site, but for other repairs, Bicycle South will take your bike and return it repaired at their next visit (usually in just a few days). You can also pick it up at their shop location at North Decatur and Clairmont roads.

For more information about the Mobile Repair Center, to purchase a bike, or learn more about Bike Emory, visit the website at

BIKE.EMORY.EDU

Bicycle Rack Card



Bike to Campus Day

Why not?

Show support for biking as a transportation alternative in the Clifton community by riding to campus on Wednesday, October 24.

BIKE.EMORY.EDU

Emory is encouraging everyone in the Clifton community—including University faculty, staff, students, and Emory Healthcare staff—to bike to campus on October 24 to promote the biking culture at Emory.

Riders will meet in front of Bicycle South, located at 2098 North Decatur Road, at 8:00 a.m.* Complimentary breakfast will be provided for participants, and representatives from the Atlanta Bicycle Campaign will be on hand to answer questions and educate riders on bike safety.

Riders will depart Bicycle South at 8:45 a.m. and pedal down North Decatur Road to Clifton Road. As the group turns right onto Clifton Road, participants will head to their final destinations.

Free T-shirts will be provided for all morning riders. Prizes will be awarded to the rider with the longest commute and to riders from the department with the most participants in the event.

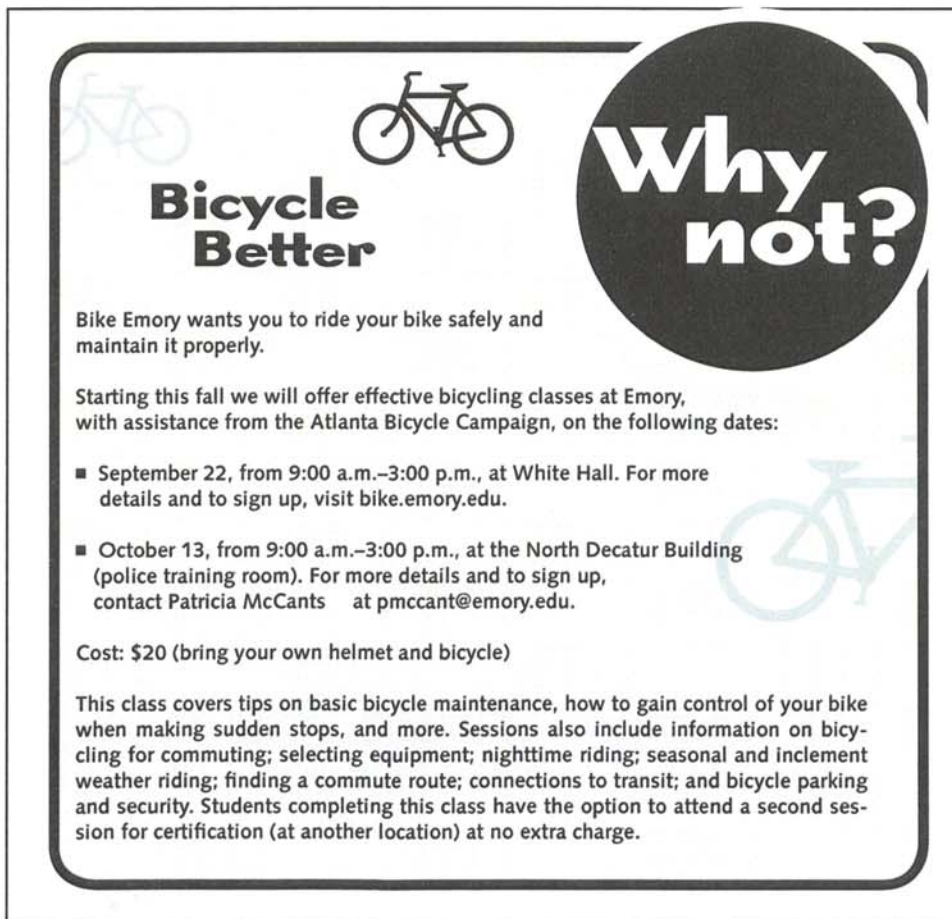
At noon everyone is encouraged to bike or walk to the traffic circle—located between Cox Hall and the DUC—for free food and another Fuji bike giveaway.

Bike Emory. Why Not?

* There is limited parking for this event. Participants are strongly encouraged to bicycle to the Bike to Campus Day starting point at Bicycle South.

Bike | EMORY

Bike to Campus Day Ad



Bicycle Better

Why not?

Bike Emory wants you to ride your bike safely and maintain it properly.

Starting this fall we will offer effective bicycling classes at Emory, with assistance from the Atlanta Bicycle Campaign, on the following dates:

- September 22, from 9:00 a.m.–3:00 p.m., at White Hall. For more details and to sign up, visit bike.emory.edu.
- October 13, from 9:00 a.m.–3:00 p.m., at the North Decatur Building (police training room). For more details and to sign up, contact Patricia McCants at pmccant@emory.edu.

Cost: \$20 (bring your own helmet and bicycle)

This class covers tips on basic bicycle maintenance, how to gain control of your bike when making sudden stops, and more. Sessions also include information on bicycling for commuting; selecting equipment; nighttime riding; seasonal and inclement weather riding; finding a commute route; connections to transit; and bicycle parking and security. Students completing this class have the option to attend a second session for certification (at another location) at no extra charge.

Bicycle Better Ad

60"

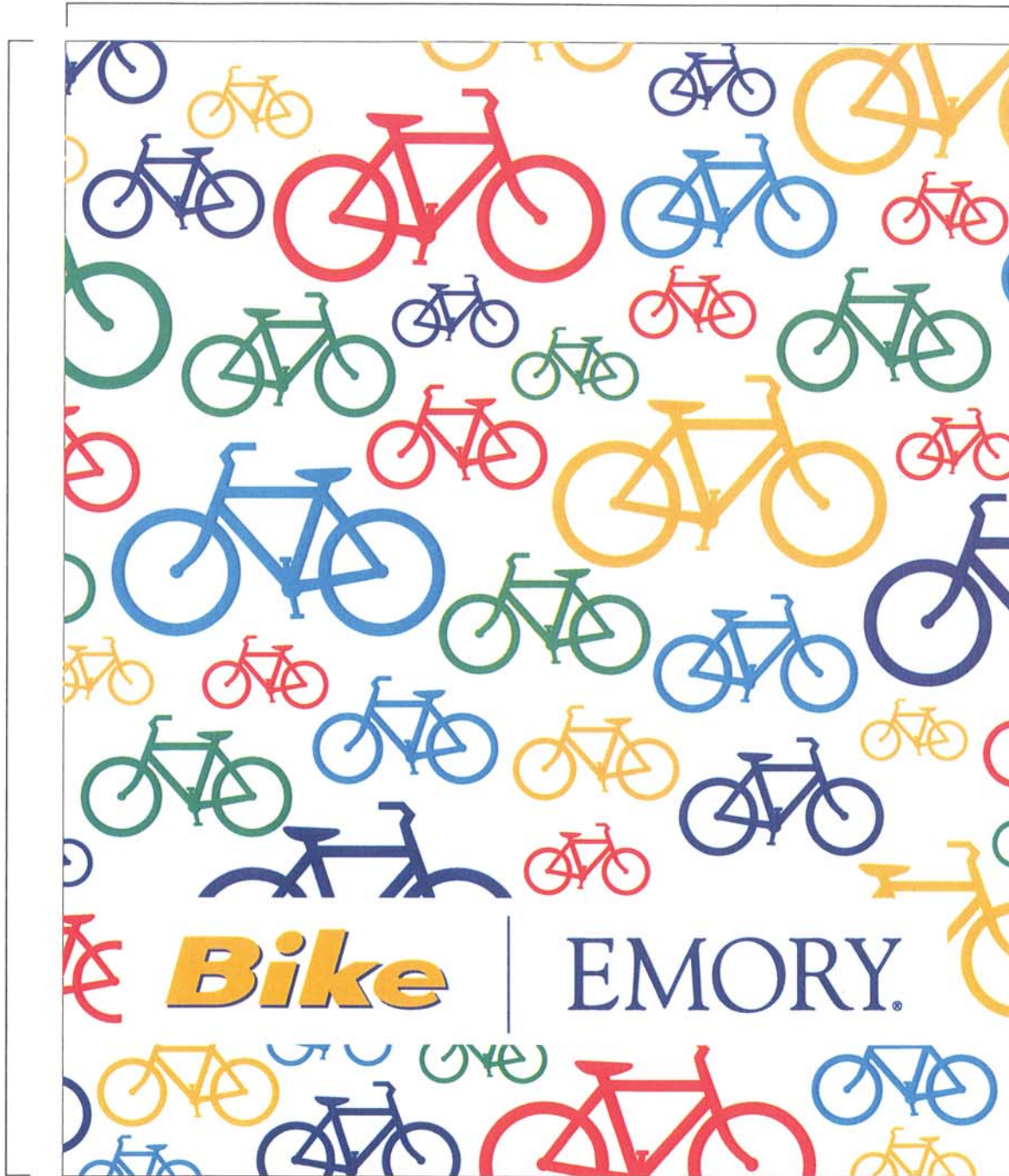


TABLE CLOTH:
DIGITAL PRINT ON CLOTH "POLYDUCK"
WITH HEM AROUND EDGES



Campus Planning

TABLE DRAPE

Date: 08/08/07 Scale: FULL project: 07-217 ©2007 Emory University

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