



OFFICE OF THE MAYOR  
CITY OF CHICAGO



**FOR IMMEDIATE RELEASE**

December 13, 2013

**CONTACT:**

Mayor's Press Office

312.744.3334

Elliot Greenberger, Divvy

312.233.2614 x 102

**HAPPY HOLIDIVVY, CHICAGO!**

*Candy Cane Bike Rides the Streets for the Holiday Season*

Mayor Rahm Emanuel announced today that Divvy, Chicago's bike share system, will be releasing a special bike into its 300 station transit system to celebrate the holiday season. The bike, dubbed HoliDivvy, is wrapped in a candy cane design that is fully reflective at night.

"The HoliDivvy bike will be a fun and cheerful way for Chicagoans to use Divvy bike sharing during the holiday season. Even in cold weather, Divvy remains a transportation option for holiday shoppers and festive revelers," said Mayor Emanuel. "I wish all Divvy riders a safe and warm holiday season."

To make the candy cane bike a reality, Divvy worked with Spoken Art, a local artist collaborative that creates bicycle art, to design and fabricate the bike's festive appearance. Spoken Art strives to increase safe bicycle ridership through artist-designed reflective decals and other creative collaborations.

Those who are lucky enough to spot the special holiday bike can also be rewarded when they post a photo of the bike on Instagram, Twitter, and Facebook using the hashtag #HOLIDIVVY. Divvy will select its favorite #HOLIDIVVY photo takers to receive a limited edition Divvy beanie cap or an Annual Membership to give as a gift or to keep for themselves.

The HoliDivvy bike will be available for riding through New Year's Day.

More than 740,000 trips have been taken since Divvy launched on June 28, with roughly 382,000 trips taken by Annual Members and 360,000 trips taken by those who have purchased 24-Hour Passes. More than 20,000 trips have been taken so far in December. For winter biking tips, including planning your route, dressing for the ride and commuting safely by bike, visit [DivvyBikes.com/winter](http://DivvyBikes.com/winter).

To see Spoken Art's design work, and to learn more about submitting artwork, visit [www.SpokenArt.us](http://www.SpokenArt.us). Riders who include the hashtag #weReflect in your #HOLIDIVVY photo may win Spoken Art decal packs.

###

121 NORTH LASALLE STREET, ROOM 507, CHICAGO, ILLINOIS 60602