

NEWS

For Immediate Release

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Mayfly Outdoors named a Silver Bicycle Friendly Business by the League of American Bicyclists

MONTROSE, Colo. (Feb. 21, 2020) - The League of American Bicyclists recently recognized Mayfly Outdoors with a Silver Bicycle Friendly Business (BFB) award, earning it a place alongside 1,366 businesses across the country contributing to the movement to build a more Bicycle Friendly America. Mayfly is just the third business on the Western Slope to earn the designation, and the first ever in Montrose.

By kicking off the New Year alongside 153 new and renewing BFBs, Mayfly joins local businesses, government agencies, and Fortune 500 companies in all 50 states and Washington, DC, in a commitment to transform American workplaces to be more welcoming to customers and employees who bike.

“When places make it easier for people to choose to bike, they are building safer, stronger, and better connected communities. The League of American Bicyclists is thrilled when organizations like Mayfly join us in this movement to build a more Bicycle Friendly America. When more people are biking to work or shop, life is better for everyone,” says Executive Director Bill Nesper of the League of American Bicyclists.

Mayfly recently partnered with the Montrose community to restore and enhance nearly 1.5 miles of the Uncompahgre river. The endeavor included the installation of nearly 2.25 miles of new river trails for families and outdoor enthusiasts, including over 40 acres of open space enhancement and wildlife preservation. “Montrose is really important to us, and our goal is to make it a better place,” said David Dragoo, Mayfly’s founder.

Mayfly encourages bicycling as an easy option for transportation and provides amenities such as employee lockers and showers as well as events such as Lunch n’ Learns on bike commuting and Bike In Movie Nights.

Mayfly worked closely with the Montrose Area Bicycle Alliance (MABA) throughout the application process. “As a Certified B® Corporation and honoree of The Civic 50 Colorado, this BFB designation is just one more way that Mayfly is showing their commitment to sustainability and the health of our community,” said Tammy Zamoyski, Executive Director of the Montrose Area Bicycle Alliance. “When the Founder & Executive Chairman of the company commutes by bicycle on a regular basis, that sets a



really good example for the rest of the staff and shows that the company values an active, healthy lifestyle. We are lucky to have Mayfly in our community.”

Moving forward, Mayfly will have access to a variety of tools and technical assistance from the League to become even more bicycle-friendly. When employees bike, great things happen. We can decrease our carbon footprint, reduce healthcare costs, become more connected to the community and create a fun and healthy work culture.



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About Mayfly Outdoors

Mayfly Outdoors is a Colorado-based outdoor products company founded in Colorado Springs, Colorado. Mayfly subsidiaries operate under various brand names including Abel, Ross Reels, and Airflo. Combined, these businesses are the recipients of more industry “Awards in Excellence” for innovation, dependability and performance than any other fly-fishing tackle manufacturer in the world. Learn more at mayflyoutdoors.com

About B® Corporations

Certified B Corporations are leaders of a global movement of people using business as a force for good. They meet the highest standards of overall social and environmental performance, transparency and accountability and aspire to use the power of business to solve social and environmental problems. There are more than 2,000 Certified B Corporations in over 130 industries and 50 countries with 1 unifying goal – to redefine success in business. For more information, go to www.bcorporation.net.

About Civic 50 Colorado

The Civic 50 Colorado awards, modeled after the Points of Light national program, provides a standard for superior corporate citizenship and showcases how companies can use their time, skills and resources to impact their communities. For more information, go to www.csr-solutions.co/civic50colorado.html.

About the Montrose Area Bicycle Alliance

MABA is a 501(c)(3) non-profit bicycle advocacy organization. Their mission is to make Montrose a healthier community by educating people on the benefits of bicycling and how to do so safely, advocating for safe infrastructure and building bike culture in our area. For more information, please visit www.montrosebicycle.org.

About the Bicycle Friendly America Program

The League of American Bicyclists leads the national movement to create a Bicycle Friendly America for everyone. With a history dating to 1880, the League is committed to engaging diverse communities and building a powerful, unified voice for change around protecting and promoting bicyclists’ rights. Learn more at www.bikeleague.org. To learn more about building a Bicycle Friendly America, including the Bicycle Friendly CommunitySM, Bicycle Friendly StateSM, Bicycle Friendly BusinessSM, and Bicycle Friendly UniversitySM programs, visit www.bikeleague.org.