



NEWS RELEASE

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For Immediate Release

BartonPartners' Employees Take a Different Route to Work

Norristown, PA – May 16, 2007 – In recognition of National Bike to Work Week, a local planning and design firm, BartonPartners Architects/Planners, is putting their own spin on things and encouraging its employees who typically drive to work to take a detour from their regular routine. Participants plan to get to work on Friday, May 18th, National Bike to Work Day, by bike, train, bus, or in one case, foot.

Based on numerous pledges from employees to play a part in this Friday's event, it is evident that the firm's long-time professional commitment to social responsibility is also practiced by the staff on a personal level. The need to conserve resources is unmistakable, and recruits are glad to get involved. Although Jim Silvey, project manager at the firm, originally planned to ride his skateboard to work, he ultimately decided to make the trip on his bike; "Not only does the occasion promote physical and mental health for riders, choosing alternative forms of transportation also sponsors a much needed sensitivity to our environment. For every person that rides a bike to work, there is one less motor vehicle on the road, reducing traffic congestion, pollution, as well as wear and tear on the streets."

To make riders' involvement a little more convenient, BartonPartners has established a relaxed dress code for the day. In addition the firm plans to provide lunch to all participants, so that they don't have to worry about making an extra trip to get food during their break. Now all we have to hope for is good weather.

Located in Norristown, Pennsylvania, BartonPartners is an award-winning architecture and planning firm recognized nationally for its innovations in designing residential and mixed-use communities. With several LEED-accredited professionals on staff, the firm is increasingly involved in development of projects which integrate existing natural resources, transit, and infrastructure to enhance the value of a site and marketability of a project. Please visit www.bartonpartners.com for more information.

The mission of the League of American Bicyclists is to promote bicycling for fun, fitness and transportation, and work through advocacy and education for a bicycle-friendly

America. The League is promoting Bike-to-Work Week from May 14-18, and Bike-to-Work Day on Friday, May 18th. Visit www.bikeleague.org to learn more about the organization.

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