



URBAN ADVENTOURS
BOSTON BICYCLE TOURS & RENTALS

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Urban AdvenTours Gears Up With Bike Week and City of Boston Awards
Standout Green and Bike-Friendly Business Welcomes Public with Bike Week Open Houses

BOSTON – Urban AdvenTours: Boston Bicycle Tours and Rentals rolled into Bay State Bike Week with a series of Open Houses celebrating its new location at 103 Atlantic Avenue in downtown Boston. Providing quality bike rentals and guided bike tours, Urban AdvenTours was honored to be the only business to receive three awards at the City of Boston Green Awards.

“We are completely supportive of and excited about the initiatives to make Boston a more bike-friendly city,” said Andrew Prescott, “Chief Wheel Officer” and owner of Urban AdvenTours. “There's no better way to get around the city and see all that it has to offer than by pedal power.”

Urban AdvenTours was awarded a Boston Local Development Corporation (BLDC) loan which recognizes Urban AdvenTours' commitment to community development. The Open Houses were a chance for guests to check out the shop, get a free basic bike tune-up and join Urban AdvenTours for a guided tour. The guided tours are not just a great way to see the city, but also provide valuable instruction on urban riding and the rules of the road.

Bringing bike sharing to Boston, Urban AdvenTours' membership program launched just in time for Bike Week. Members will gain all the benefits of cycling without the concerns of storage or maintenance. Members also receive discounts on shop merchandise and accessories. Urban AdvenTours will also be donating a portion of the revenue to bike advocacy groups like Hub on Wheels and Bikes Not Bombs.

Lastly, Urban AdvenTours is leading Boston's green revolution. Working with TMA's to create more sustainable transportation, being a green travel destination, and providing a location for recycling bike parts through companies like Alchemy Goods and Resource Revival are just some of the green initiatives UA is pushing forward.

“We've seen Bike Week and an interest in cycling grow every year,” said Prescott “It shows that the people of Boston care about sustainable transportation, and for me it means that I can continue to support a business that's important to me and to the community.”

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