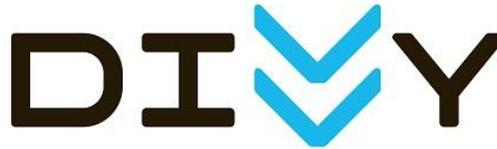




OFFICE OF THE MAYOR  
CITY OF CHICAGO



**FOR IMMEDIATE RELEASE**

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**DIVVY WEBSITE OPEN FOR MEMBERSHIP REGISTRATION WEDNESDAY**

*Exclusive Founding Memberships Offered to First 4,000 Registered;*

*System Launches on Friday, June 14<sup>th</sup>*

Divvy, Chicago's new bike share system, will open its website to annual membership registration at noon on Wednesday offering two tiers of annual memberships, and the first 4,000 registrants will become "Founding Members" that will receive a distinctive key fob and additional benefits, including the chance to participate in the system launch event on Friday, June 14th.

"We have worked to ensure every Chicagoan has access to multiple transportation options, and Divvy will soon be another option to complement Chicago's public transit system," said Mayor Rahm Emanuel. "Divvy bikes will provide Chicagoans and visitors with more options for getting around our neighborhoods, commuting to and from meetings, and opening up new parts of the city to tourists."

At noon on Wednesday, May 29, bicyclists will be able to purchase annual memberships at [www.DivvyBikes.com](http://www.DivvyBikes.com). The first 4,000 to sign up will become Divvy's "Founding Members."

"Divvy has already generated an incredible amount of interest and excitement," said Gabe Klein, Commissioner of the Department of Transportation. "Offering different levels of founding

memberships is another way for riders to show their support and encourage others to use the system."

Divvy will offer two levels of founding memberships.

**The "Pedal" Founding Membership: \$75**

- Includes an Annual Membership for unlimited trips up to 30 minutes
- A limited edition "Founding Member" black key (regular members keys will be Divvy blue)

**The "Gear" Founding Membership: \$125**

- An Annual Membership for unlimited trips up to 30 minutes
- A limited edition "Founding Member" black key
- Five 24-Hour Passes to share with friends and family
- A black Divvy t-shirt in any size
- Entrance into lottery to participate in official launch at the Bike to Work Week Rally on June 14

There will be more than 75 Divvy docks installed in June, 300 by the end of August and 400 neighborhood locations installed over the next year, according to the Chicago Department of Transportation.

The system is dubbed "Divvy" to reflect the nature of bike share, where members "divide and share" the use of the bikes. The bicycles' distinctive "Chicago Blue" paint is the same color as the stripes on the Chicago city flag, and will provide a high level of visibility on the street.

Divvy will give Chicagoans and visitors access to a bike when they want one, without having to worry about storage or maintenance. It also leverages Chicago's public transit system to help commuters complete the first or last few miles of their trip.

Users will be able to purchase \$75 annual memberships or \$7 24-hour passes, which will allow for unlimited trips up to 30 minutes each. Annual members use a personal key used to quickly unlock bikes from any station.

Chicagoans can find out more about the system through social media on Twitter at @DivvyBikes and on Facebook at [www.facebook.com/DivvyBikes](http://www.facebook.com/DivvyBikes).

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