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PRESS RELEASE

FOR IMMEDIATE RELEASE

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February is American Heart Month -- Cycling: The Two Wheel Path to Wellness

The American Heart Association reminds us that “Heart disease is the leading cause of death in the United States and is a major cause of disability. The most common heart disease in the United States is coronary heart disease, which often appears as a heart attack. In 2009, an estimated 785,000 Americans had a new coronary attack, and about 470,000 will have a recurrent attack. About every 25 seconds, an American will have a coronary event, and about one every minute will die from one.”

Healthy lifestyles – eating right and keeping active – are major tools towards fighting heart disease. Eating a healthy diet which is low in fats, low in sodium, low in excessive sugars or sweeteners, and high in whole, natural foods (grains, fruits, and vegetables) is essential. More dietary guidelines can be found at **The Centers for Disease Control Website**: <http://www.cdc.gov/features/heartmonth/>

The Center for Disease Control also recommends 1.5 – 2.5 hours of cardio-aerobic activity each week. Some muscle strengthening exercises on 2 or more days is recommended. The CDC reminds us that even 10-15 minute sessions are beneficial if not recommended to spread the activity out through your weekly schedule.

Pedalling Health, an Australian research study, states that ‘exercise needs to be “moderate, habitual, and not seasonal.”’ They conclude that the only activities that fully meet this definition are gardening, walking, and cycling (although they do not go into detail regarding gardening). Cycling and walking is accessible to everyone, requires little equipment investment, serve useful daily purposes, are practical for people with various fitness levels - including the least fit, and are attractive to people who don't normally exercise.

Individuals of all ages show a decline in interests in sports participation over time. Inactive children become inactive, sedentary adults. Bicycling does not follow this same pattern. Bicycling can become a habitual activity, used for pleasure, transportation (to and from work or errands), and recreation (touring or racing). Cycling is also an activity that older people can safely engage in without the risks of more strenuous exercises. (Pedalling Health)

Bicycling has been proven to reduce the risk of obesity, high blood pressure, heart disease, and diabetes. Cycling helps maintain strength and coordination, improve fitness, reduce stress, symptoms of depression, improve your mood, and increase self-esteem. Despite riding in traffic, Cyclists and pedestrians actually absorb lower levels of pollutants from traffic fumes than car drivers.

Bikewisconsin® would like to remind everyone to get out and spend more time on your bicycle – year round. Reduce the number of short car trips (under 2 miles) by using your bicycle for these excursions. Check out <http://www.1world2wheels.org/> for some great ideas on how to use your bicycle for a positive change.

Come enjoy a "vacation on your bike". For more information, contact Mark Evans at 608-843-8412 or email at mark@bikewisconsin.com