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## News Release

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### **Cambridge Launches Hubway Bike Share Program**

Hubway, the regional bike share system, has come to Cambridge! The system is fully integrated amongst the participating municipalities of Cambridge, Boston, Brookline and Somerville. The official Cambridge launch ceremony will be held Wednesday, Aug. 8 at 11 a.m., on the front steps of the Main Post Office in Central Square, 770 Massachusetts Ave., across from Cambridge City Hall. The launch will include remarks from Cambridge Mayor Henrietta Davis, local and state officials, and bike share partners. It will also include the unveiling of the United States Postal Service commemorative bicycle stamps.

A pre-launch ride will begin at 10:30 a.m. at the Massachusetts Institute of Technology, and a post-launch celebration will take place at 12:15 p.m. in Harvard Square at Holyoke Center/Forbes Plaza, 1350 Mass. Ave. sponsored by the Harvard Square Business Association and Harvard University. A light lunch, cold drinks, dessert and music will be provided.

Cambridge City Manager Robert W. Healy has been enthusiastic about bringing Hubway to Cambridge since its inception. "The City of Cambridge is pleased to add Hubway Bike Share as a transportation option for our residents, workers and visitors," Healy said. "We look forward to an increase in cycling through our community and wish everybody safe travels."

Cambridge Mayor Henrietta Davis hopes that people will realize just how easy it is to use Hubway to get around Cambridge. "Hubway is yet another way residents and visitors to our city can explore and enjoy Cambridge with healthy, car-free transportation."

The full Cambridge community, from the City Manager to the Cambridge Police Department, is thrilled this new system has been launched. "The Cambridge Police Department welcomes Hubway to the city and will be taking proactive steps to increase the safety of all who choose to bike in Cambridge," said Cambridge Police Commissioner Robert C. Haas. "Effective immediately, all Cambridge Police Officers have been alerted to increase their awareness of parking violations which hinder the safe passage of bicyclists through Cambridge."

Lisa Hogarty, Harvard University's Vice President of Campus Services, said Harvard's support for Hubway reflected the University's commitment to sustainability and reducing greenhouse gas emissions. "We're proud to bring Hubway to our neighbors and the Harvard community through our collaboration with the City of Cambridge and other bike-share supporters," Hogarty said. "Our CommuterChoice program and sustainability initiatives in place throughout our Schools encourage students, staff and faculty to explore alternatives to driving that are healthier and better for the environment."

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“MIT is also proud to be a part of the expansion of Hubway in Cambridge,” said Richard L. Amster Jr., Director of Campus Planning, Engineering and Construction for the MIT Department of Facilities. “Bike share is a convenient, sustainable transportation option for the MIT community, our neighbors, and residents and visitors to Greater Boston.”

Users can monitor Hubway’s deployment progress by visiting the [Station Map](#) on the website to view what stations are live and operational, displayed by green icons. Additionally, follow Hubway on [Facebook](#) and [Twitter](#) for launch announcements and events. Hubway also offers the free [Spotcycle](#) application for smartphones, which will help members navigate the system in real time. More information can be found at [www.thehubway.com](http://www.thehubway.com) and <http://1.usa.gov/OztdDY>. If you are reading this in a print publication, the above hyperlinks can be accessed by seeing this news story on the City’s Website, [www.cambridgema.gov](http://www.cambridgema.gov).

**We would like to thank our partners and supporters who have been instrumental in making Hubway Bike Share possible:**

Massachusetts Department of Transportation, Metropolitan Area Planning Council, Massachusetts Bay Transportation Authority, Federal Transit Administration, City of Boston, City of Cambridge, City of Somerville, Town of Brookline, Department of Conservation and Recreation, Harvard University, Massachusetts Institute of Technology and CambridgeSide Galleria Mall.

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