



City of Philadelphia

MAYOR'S OFFICE OF COMMUNICATIONS

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FOR IMMEDIATE RELEASE

MAYOR NUTTER AND PHILADELPHIA PARKS & RECREATION OPEN CITY'S ONLY BIKE RENTAL SERVICE IN FAIRMOUNT PARK

Philadelphia, June 12, 2012 – Mayor Michael A. Nutter, Philadelphia Parks & Recreation and the Fairmount Park Conservancy hosted a grand opening ceremony for Wheel Fun Rentals, the only bike rental service in the city's park system. Wheel Fun Rentals, America's premier recreation rental company, is working with Philadelphia Parks & Recreation to offer a unique variety of cycles, including locally based Fuji hybrid two-wheels, surrey bikes, tandem bikes, deuce coupe bikes and Segways. Residents and visitors can access Wheel Fun Rentals in three locations throughout the Fairmount Park system: Lloyd Hall on Boathouse Row, Love Park and the Bathey House/Trolley Car Café in East Falls.

"Philadelphia loves our cyclists and we want to encourage as many as possible – novice or expert – to come and experience the amenities we offer to the cycling community," said Mayor Nutter. "In addition to installing more than three hundred and fifty new bike racks across the city and continuing to add bike lanes to our streets, we are excited to welcome Wheel Fun Rentals to the Fairmount Park system. Cycling is a great way to run errands, tour the city or just recreate in the park; all of which help add a little physical activity into busy schedules. I encourage every Philadelphian to take advantage of the rental possibilities offered by Wheel Fun."

Proceeds from Wheel Fun Rentals benefit Philadelphia's parks. Through concession fees, Philadelphia Parks & Recreation anticipates that the service will bring in \$50,000 annually that will go toward park and trail renovations and projects along the Schuylkill River Trail and Kelly drive as well as other projects led by Philadelphia Parks & Recreation and the Fairmount Park Conservancy.

"This partnership with Wheel Fun Rentals and the Fairmount Park Conservancy will provide Philadelphians and visitors with a variety of fun and unique ways to experience our beautiful park system," said Deputy Mayor for Environmental and Community Resources, Michael DiBerardinis. "The partnership has also created an additional revenue stream, which will be used to maintain our park system"



Wheel Fun Rentals is providing nearly a dozen jobs to local residents and summer jobs for students, tying into the Mayor's *Fun Safe Philly Summer* initiative. The company is employing teens from the Neighborhood Bike Works program, a local

nonprofit that aims to increase opportunities for urban youth in underserved neighborhoods in greater Philadelphia by offering educational, recreational, and career-building opportunities through bicycling. The teens will be able to apply what they learn through the Neighborhood Bike Works program in their jobs at Wheel Fun Rentals. Wheel Fun Rentals also employs students with the Philadelphia City Rowing program.

“Wheel Fun Rentals is very excited about the opportunity to bring our unique brand of family fun to Philadelphia visitors of all ages,” said Mark Soto, Wheel Fun Rentals Director of Operations. “We specialize in providing affordable outdoor recreation that brings people and families together. We also look to be an active part of the local community through our alliances with such organizations as Neighborhood Bike Works and Big Brothers/Big Sisters of Southeastern Pennsylvania.”

Wheel Fun Rentals is open seven days a week. Summer hours (June-Labor Day) are 9 a.m. to sunset. In the fall (Labor Day-October), Wheel Fun Rentals will be open Saturday, Sunday and holidays from 10 a.m. to sunset. Wheel Fun Rentals inventory and pricing includes:

- Cruiser Bikes: \$10/hour \$25/half day \$32/day
- City Bikes: \$12/hour \$30/half day \$38/day
- Tandems - Multi Speed: \$15/hour \$40/half day \$50/day
- Kids Bikes: \$6/hour \$15/half day \$20/day
- Trail-a-Bikes: \$6/hour \$15/half day \$20/day
- Kid Trailer: \$10/hour \$25/half day \$32/day
- Single Surrey: \$20/hour
- Double Surrey: \$30/hour
- Deuce Coupe: \$20/hour
- Pricing for Segway tours can be found here: <http://philadelphia.segwaytoursbywheelfun.com/>

Residents and visitors can enjoy self-guided bike tours of Old City Philadelphia and Fairmount Park. The self-guided bike tours include a route map, points of interest, historical information, helmet and lock. The Old City Tour is 11.5 miles round trip and will take bikers past numerous museums, lavish gardens and intricate architecture and many landmarks including the Philadelphia Museum of Art, The U.S. Mint., Independence State Park, Penn’s Landing and The Betsy Ross House. The Fairmount Park Tour is 11.5 miles round trip and will take bikers past Lemon Hill Mansion, the Philadelphia Zoo, the Please Touch Museum and more.

With more than 100 rental outlets across the United States, Wheel Fun Rentals has been offering clean, healthy family fun and affordable outdoor recreation to nearly 1.5 million customers annually for more than 20 years. Philadelphia is the company’s first foray into the Northeast. Wheel Fun Rentals is the only recreational cycling opportunity in Philadelphia’s park system. For more information about Wheel Fun Rentals, please visit www.wheelfunrentals.com/listlocations/176.

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ABOUT PHILADELPHIA PARKS & RECREATION

Philadelphia Parks & Recreation is the City department that is most engaged in the lives of residents and visitors alike on a daily basis. Through its programs, policies and physical amenities, Philadelphia Parks & Recreation promotes the well being of the City, its citizens and visitors, by offering beautiful natural landscapes and parks, historically significant resources, high quality recreation centers and athletic programs, along with enriching cultural and environmental programs.

ABOUT THE FAIRMOUNT PARK CONSERVANCY

The Fairmount Park Conservancy exists to champion the Fairmount Park system. Its mission is to work as a collaborative partner to lead and support efforts which preserve and improve Fairmount Park to enhance the quality of life and stimulate the economic development of the Greater Philadelphia Region. The Conservancy fulfills its mission by leading signature capital projects and innovative programs throughout Fairmount Park; by developing and leveraging resources for the park; and by promoting the parks’ unique assets and contributions.

ABOUT WHEEL FUN RENTALS

Founded in 1987, Wheel Fun Rentals offers recreational rentals in more than 100 outlets in 13 states. Specializing in unique bikes, Wheel Fun Rentals operates in city and state parks, resorts, and retail outlets with an emphasis on good clean family fun through corporate locations and franchised territories. For more information, visit www.wheelfunrentals.com or call 805-650-7770.