

OSAT launching silent auction to name three new bike routes



The Orangeville Sustainability Action Team (OSAT) is launching an online Bike Route Naming Auction for the month of February, with the goal being to provide the community with an opportunity to brand the route and raise funds to purchase bike route signs and road sharrows for the three identified routes.

The Bike Route Naming Auction will see the top three bids displayed on the Town's website. Names posted are not necessarily the names winning bidders will choose to name their routes. Orangeville Council must approve final route names.

OSAT is asking for major donations for the bike routes, with the minimum reserve bid being \$20,000. To bid, send an email with your name (can be personal or organization), your bid amount, and phone number to bikerouteauction@orangeville.ca. The bid amount must be higher than the lowest amount shown.

Similar to naming rights for a building, wing or room of a building, this is an opportunity for a family or an organization to have their name recognized for years to come while contributing to the betterment of Orangeville citizens' health, enabling safer cycling from the borders of Orangeville to the downtown core as well as connecting to external trails and routes like Island Lake and the future Credit Valley Trail.

The major difference between this opportunity and sponsoring a building, wing or room of a building is that your name will be seen 15 to 20 times along the route and will appear in Town of Orangeville publications promoting the route.

"We are working to help families become more active and environmentally-conscious, with a focus on bicycling in our community," said Councillor Sylvia Bradley, chair of OSAT. "We will strive to change our transportation culture by encouraging families to become active through biking, promoting a healthy lifestyle, and reducing dependence on vehicles."

OSAT is also offering naming rights to the downtown bike loops and the bike racks throughout the town. The pricing will be \$750 for a bike loop or \$1,000 for a bike rack.

Anyone interested in sponsoring a bike loop or a bike rack should send an email to bikerouteauction@orangeville.ca and someone will call you to identify which particular loop or rack you would like to sponsor.