



City of Conway – Office of the Mayor  
Mayor Bart Castleberry  
Press Release

For Immediate Release:

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### **City of Conway and Baptist Health to Debut Bike Share System**

Conway, Arkansas (May 22, 2017) – The City of Conway will unveil Wednesday a new bike share program that will provide residents and visitors with a convenient, affordable, and healthy way to get around town.

Conway is the first city to launch an on-demand public bike share program in Arkansas.

Conway Mayor Bart Castleberry thinks the bike share is a great addition to City's bike friendly status. "We believe the bike share program is one more example of what makes Conway a great place to live, work, and play." Castleberry and his wife, Melissa, are biking enthusiasts.

This program extends the benefits of bike sharing — long considered exclusively a big-city amenity — to Conway. The initial phase of the program will offer 20 cruiser bikes available at five stations across the city to use for on-demand, local trips.

Baptist Health has made a three-year commitment to be the presenting sponsor of the program. "Baptist Health is committed to a healthier Arkansas, and we take the responsibility of serving the health needs of the Conway community seriously," said Troy Wells, president and CEO of Baptist Health. "Baptist Health is a proud supporter of Healthy Active Arkansas and having a Bike Share Program right here in Conway will make access to physical activity easier where you live, work and play."

Bikes can be found via the free Zagster Mobile App — available for iPhone and Android — or online at [zagster.com/Conway](http://zagster.com/Conway). Each bike has a unique number which riders enter into the app to obtain a single-use code to open the lockbox on the back of the bike.

Zagster, Inc., the provider of the bike share system, is the leading provider of private and public-private bike-sharing systems in the United States.

The City of Conway and Baptist Health will unveil the program at a kickoff ceremony at Simon Park in Downtown Conway on Wednesday, May 24, 2017 at 10 a.m. The event will include a ceremonial ribbon-cutting with remarks from Mayor Castleberry and Troy Wells, president and CEO of Baptist Health.