



PRESS RELEASE  
November 11, 2013

## **Human Nature, Inc. named a Bronze Level Bicycle Friendly Business by the League of American Bicyclists**

**Washington, D.C. – November 7, 2013** – It's simple: Bikes are good for business – and their employees. Bicycles are helping to drive economic development across the country, and they're creating a more energized, alert and productive workforce for the companies that have embraced bicycling.

Today, the League of American Bicyclists recognized Human Nature, Inc. with a Bronze Level Bicycle Friendly Business (BFB) award for leading America toward a more sustainable future.

With the announcement of 90 new BFBs today in 29 states and Washington, D.C., Human Nature, Inc. joins a visionary group of more than 600 local businesses, government agencies and Fortune 500 companies across the United States that are transforming the American workplace.

“Businesses like Human Nature, Inc. are leading the way to a healthier and more sustainable future,” said Andy Clarke, President of the League of American Bicyclists. “While helping boost the economy in their communities, Bicycle Friendly Businesses are also investing in a happier and more productive workforce.”

To apply or learn more about the free BFB program, visit the League online at [bikeleague.org/businesses](http://bikeleague.org/businesses).

### **About the Bicycle Friendly America Program**

The Bicycle Friendly Community, Bicycle Friendly State, Bicycle Friendly Business and Bicycle Friendly University programs are generously supported by Trek Bicycle. To learn more about building a Bicycle Friendly America, visit [www.bikeleague.org/BFA](http://www.bikeleague.org/BFA)

*The League of American Bicyclists promotes bicycling for fun, fitness and transportation, and works through advocacy and education for a bicycle-friendly America. The League represents the interests of America's 57 million bicyclists, including its 300,000 members and affiliates. For more information or to support the League, visit [www.bikeleague.org](http://www.bikeleague.org).*

# # #