

Jennifer Ross
Breeze Bike Share
(786)683-1027
Jennifer@breezebikeshare.com

Santa Monica's Breeze Bike Share Rolled Out To The Community

All 500 Breeze bikes, sponsored by Hulu, are now available for riding

SANTA MONICA, CA: The preparation is over, the hubs have been placed, and 500 green Breeze bikes presented by Hulu have been set loose on Santa Monica streets. On the morning of November 12, Main Street in front of City Hall was shut down to cars, making way for the brand new bike share bikes. Hundreds of community members took part in the massive roll out. As the green ribbon was cut, the cyclists rode down Main Street and on to their destinations around Santa Monica.

Adding support and their name to the first bike share system in Southern California is Santa Monica-based company Hulu.

"Hulu is proud to bring the city of Santa Monica a greener, cleaner way to get around town," said Jenny Wall, Senior Vice President of Marketing at Hulu. "Breeze Bike Share, presented by Hulu, is going to benefit locals, visitors and people who work in the city, including our very own Hulu team members."

Breeze bikes can be found at any of the 75 hubs throughout Santa Monica, and five more that will soon be sited in neighboring Venice. You can view the complete map of locations at www.smgov.net/bikeshare and at www.breezebikeshare.com. In addition, the maps are conveniently located on all hub signs, which also include the City's growing network of bike lanes and designated bikeway streets to help the community make the most of their bike share experience. "Bringing bike share to fruition in our region has been a longstanding goal for myself and the many dedicated folks here today," said Assembly member Richard Bloom. "Santa Monica has long been on the forefront of sustainable practices and opening this cutting edge bike share system is a testament to that."

The Breeze Bike Share system has been designed to serve residents, businesses and key destinations citywide with a convenient, active transportation option. Bike share is an important component in the City's overall strategy to offer the community sustainable alternatives to vehicle trips to reduce congestion and greenhouse gas emissions.

For more information on Santa Monica's Breeze Bike Share, presented by Hulu, visit www.breezebikeshare.com.

ABOUT BREEZE BIKE SHARE

Breeze Bike Share, owned by the City of Santa Monica and operated by CycleHop, LLC, will provide 500 public bicycles at 75 stations throughout the city and select locations in nearby Venice. Breeze bicycles offer flexibility for one-way bike rides to get around town in a fun, healthy and environmentally-friendly way and achieve the Santa Monica community's goals to reduce car trips and GHG emissions. Payment options include "pay-as-you-go" at \$1/10 minutes, and monthly or annual membership rates that offer huge savings. Register at www.breeze-bikeshare.com or through the Social Bicycles app for IOS and android.

ABOUT HULU

Hulu is a premium streaming TV destination that offers hundreds of thousands of hours of the best of current season programming, premium original content, films and full seasons of hit series to subscribers with limited commercials for \$7.99 per month or commercial free for \$11.99 per month. Hulu is the only streaming subscription service that offers current season content from 5 of the 6 largest U.S. broadcast networks. Since its launch in 2008, Hulu has been at the forefront of entertainment and technology and continues to redefine TV by connecting viewers with the stories they love.