



Los Angeles County Bicycle Coalition
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FOR IMMEDIATE RELEASE

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OPERATION FIREFLY MEDIA ADVISORY

Who: LA City Councilmember Nury Martinez, Los Angeles County Bicycle Coalition (LACBC), AARP in Los Angeles

What: Operation Firefly Launches Sixth Season

Where: Sepulveda Blvd. & Orange Line Bike Path, Van Nuys, CA 91411

When: Tuesday, November 7, 2017 from 5PM to 7PM

Why: Operation Firefly is the Los Angeles County Bicycle Coalition's bike light distribution and education program, sponsored by AARP in Los Angeles, which aims to make sure that people who ride at night are riding with bike lights so that they can see and be seen. LA City Councilmember Nury Martinez and LACBC volunteers will be kicking off the sixth year of Operation Firefly by handing out lights to members of the public who ride by without lights. Community members who are in need of lights to ride safely and legally are encouraged to come with their bikes.

About Operation Firefly:

Operation Firefly launched in 2012. During Operation Firefly distributions, LACBC volunteers ("Team Firefly") go to undisclosed locations during the evening commute. There, they distribute lights and safety information to people riding in the dark without lights. Team Firefly surveys all light recipients to collect data on why they are riding at night without lights, and share educational materials about safety and legal requirements when riding at night. LACBC ensures bilingual Spanish speaking volunteers are at each distribution.

About LACBC:

Founded in 1998, the Los Angeles County Bicycle Coalition is a membership-based, volunteer driven nonprofit organization that works to make all communities in Los Angeles County fun, healthy, and safe places to ride a bike. Through advocacy, education, and outreach, LACBC brings together the diverse bicycling community in a united mission to improve the bicycling environment and quality of life for the entire region. For more information, visit www.la-bike.org.

About AARP:

AARP is a nonprofit, nonpartisan organization, with a membership of nearly 38 million that helps people turn their goals and dreams into 'Real Possibilities' by changing the way America defines aging. With staffed offices in all 50 states, the District of Columbia, Puerto Rico, and the U.S. Virgin Islands, AARP works to strengthen communities and promote the issues that matter most to families such as healthcare security, financial security and personal fulfillment. AARP also advocates for individuals in the marketplace by selecting products and services of high quality and value to carry the AARP name. As a trusted source for news and information, AARP produces the world's largest circulation magazine, AARP The Magazine and AARP Bulletin. AARP does not endorse candidates for public office or make contributions to political campaigns or candidates. To learn more, visit www.aarp.org or follow @aarp and our CEO @JoAnn_Jenkins on Twitter.

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