



Los Angeles County Bicycle Coalition
634 S. Spring St. Suite 821
Los Angeles, CA 90014
Phone 213.629.2142
Facsimile 213.629.2259
www.la-bike.org

November 1, 2018
FOR IMMEDIATE RELEASE

Contact: Dana Variano
213-629-2142 x116
dana@la-bike.org

OPERATION FIREFLY LAUNCHES SEVENTH SEASON WITH KICKOFF EVENT FEATURING COUNCILMEMBER JOE BUSCAINO IN SAN PEDRO

*Los Angeles County Bicycle Coalition to distribute 3,850 free sets of bike lights this
winter season*

LOS ANGELES, CA —

On Monday, November 5, the Los Angeles County Bicycle Coalition (LACBC) will kick off its seventh year of Operation Firefly, a bike light distribution and education program which has equipped over 12,000 people with lights throughout the program's history. Starting at 5PM, Councilmember Joe Buscaino will kick off the seventh season of Operation Firefly in front of The Bike Palace in San Pedro. The Los Angeles Public Library's Book Bike will also be on hand for the occasion, signing up community members for library cards. Members of the public who are in need of bike lights are encouraged to come with their bicycles.

During Operation Firefly, LACBC volunteers ("Team Firefly") go to pre-determined locations during the evening commute. Here, 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.

"Thousands of Angelenos use bicycles as their primary mode of transportation to commute to school, work, and run their errands," said Councilmember Joe Buscaino.

“Ensuring they get to their destinations safely continues to be a priority for my office. This is why I am proud to once again partner with Operation Firefly to provide residents of the 15th Council District with tools that will keep them safe on our streets.”

This season of Operation Firefly aims reach 3,850 riders across the county. “LACBC is dedicated to providing lights and safety information to the Los Angeles community,” said Janet Schulman, Interim Executive Director at LACBC. “Operation Firefly is a critical program for our community, and has enabled over 12,000 people to ride safely at night. We are especially pleased to be able to provide lights to people who rely on bicycles for their main form of transportation, and do not have the means to purchase bicycle lights on their own.”

Last year, Operation Firefly completed 37 on-street distributions in ten different cities across Los Angeles County, handing out a total of 3,500 front and rear bicycle lights to riders county-wide from November of 2017 to March of 2018. LACBC’s on-street volunteer team of 182 logged 455 hours, growing the program by 15% over the previous season. This season, LACBC aims to increase distribution by 10%, and increase our distributions in South and Southeast LA, East LA, and the San Fernando Valley.

“Thanks to volunteers, partner organizations, and sponsors, Operation Firefly has been a big success for the past six years,” said Colin Bogart, LACBC’s Education Director. “We’re excited to launch our 7th season of Operation Firefly with similar, but better quality lights thanks to Sunlite. It’s great to make improvements to the program, year after year.”

On Monday, from 5 PM to 7 PM, Operation Firefly will be handing out bike lights to those who need them in front of The Bike Palace, located at 1600 S Pacific Ave. in San Pedro. LACBC encourages people who don’t have lights to stop by with their bikes, meet Councilmember Joe Buscaino, and celebrate the launch of season seven with Team Firefly.

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 into healthy, safe and fun 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.

###