



NEWS RELEASE

FOR IMMEDIATE RELEASE:

May 9, 2017

CONTACT:

James Meerdink, Project Director,
(608) 217-9202, jmeerdink@ptny.org

New Bike Friendly Certification for Canalway Trail Businesses Rolls Out

Parks & Trails New York and the New York State Canal Corporation launch new bike friendly business certification program along Canalway Trail; Release initial list of certified businesses

Schenectady, NY— Parks & Trails New York and the New York State Canal Corporation today introduced Bike Friendly New York (BFNY), a new certification program for businesses along the Canalway Trail system. BFNY is New York’s first large-scale bike-friendly certification, and is open to a wide range of businesses, from B & B’s and restaurants to retail stores and museums. The program provides an improved level of service for cyclists on the Erie Canalway Trail and other New York destinations to boost cycling-based economic development at the local level.

To be certified as bike-friendly, businesses must demonstrate that they have taken steps to cater to cyclists, such as becoming knowledgeable about local trails and cycling routes and having basic repair tools available. Above these basic requirements, participating businesses can choose from a list of additional amenities that they commit to offering.

Bicycling is the second most popular outdoor activity in the U.S., and an increasing number of people are seeking out new places to ride, whether for an afternoon or a week-long vacation. Bike tourists need food and places to stay, and they spend money on gas and souvenirs. Bike friendly programs in other states and Canada have shown that both businesses and cyclists benefit from a greater awareness of the unique needs of biking customers.

Bike Friendly New York and other efforts to encourage outdoor tourism were buoyed by Governor Cuomo’s recent announcement of funding to build the Empire State Trail, a 750-mile mega trail slated for completion in 2020. The Empire State Trail will be the longest multi-use trail in the nation, and a major draw for cyclists and others to visit New York.

“Canalside businesses play an important role in conveying the heritage and history of the Canal. With the Canalway Trail system now an internationally recognized outdoor recreation destination, programs such as Bike Friendly New York will help them better meet the needs of

new and returning visitors,” said **Brian Stratton, Director of the New York State Canal Corporation**.

“We’ve always counted businesses along the Canalway Trail as important partners in our efforts to attract visitors and to get more New Yorkers out on the trail. Bike Friendly New York sets a new standard for what it means to be ‘bike friendly’ and recognizes those businesses that cater to the growing cycling market,” said **PTNY Executive Director Robin Dropkin**.

NYS Office of Parks, Recreation and Historic Preservation Commissioner Rose Harvey said, “New York State offers an exceptional landscape for bicycling adventures of all kinds. I am grateful to Parks & Trails NY and the NYS Canal Corporation for this smart plan to encourage cycling-based economic development here in New York.”

While BFNY is open to a wide variety of businesses, providers of lodging have been especially receptive to the program. These include small B & B’s, such as Schenectady’s Stockade Inn where the program is being launched, as well as national hotel chains located near the Canalway Trail.

“The Stockade Inn is located right on the bike trail and we have always been welcoming to cyclists, including providing interior storage for our overnight guests, so becoming one of the first Bike Friendly New York certified businesses in Schenectady County was a no brainer,” said **Jeff McDonald, owner of the Stockade Inn and President of the Schenectady County Convention and Visitors Bureau**. “Schenectady County has continually invested in our bike trails, including the soon to be opened 1.5 mile Alco Heritage Trail along the new Mohawk Harbor, and our goal is to be known as a great bike-friendly tourist destination.”

“We are absolutely delighted to be certified through Bike Friendly New York. Our close proximity to the Erie Canalway trail makes the Hilton Garden Inn the perfect spot for cyclists to refresh and relax during their travels,” said **Jessica Conley, Sales Director for the Hilton Garden Inn Rochester/Pittsford**. “We continue to see an increase in cyclists along the trail and this program will allow us to make their stay more comfortable and convenient.”

Businesses that meet the requirements and complete the online application will receive a decal to display at their business, and will be included in various publications and web listings. [More information, including an up-to-date list of certified businesses, program materials, and the online application, can be found at \[ptny.org/bikefriendly\]\(http://ptny.org/bikefriendly\).](#)

Initial Bike Friendly New York certified businesses along the Canalway Trail include the following:

Lodging:

- *Adams Basin Inn B & B, Adams Basin*
- *Canal Side Inn , Little Falls*
- *Clematis Inn, Fairport*
- *Ellwanger Estate B & B, Rochester*

- *Hampton Inn & Suites - Rochester/Victor, Victor*
- *Hilton Garden Inn Rochester-Pittsford, Pittsford*
- *Holiday Inn Express Albany Downtown, Albany*
- *Liberty House B & B, Palmyra*
- *Oak and Ivy B&B, Rome*
- *Parker Inn and Suites, Schenectady*
- *Peppermint Cottage B & B, Lyons*
- *The Pineapple House B & B, Canajoharie*
- *The Stockade Inn, Schenectady*
- *Through the Grapevine B & B, Waterloo*
- *Twenty Woodlawn B & B, Fairport*
- *Vintage Gardens B & B, Newark*
- *Green Lakes State Park (Campground), Fayetteville*
- *Oak Orchard Marina & Campground, Savannah*
- *Verona Beach State Park (Campground), Verona Beach*

Food & Drink Service:

- *Carriage Creek of North Manlius, Kirkville*
- *Muddy Waters Café, Palmyra*
- *The Galley Restaurant, Spencerport*

Other Businesses:

- *Carpenter & Hughes, Fayetteville*
- *Goldy's Goodies, Palmyra*
- *Historic Palmyra, Palmyra*
- *Mackenzie's, Palmyra*
- *Oneida Commons Vendor Mall, Oneida*
- *Schoharie Crossing State Historic Site, Fort Hunter*
- *The Palmyra Canal Shop/Towpath Antique Center, Palmyra*
- *Village Bookmarket, Palmyra*

About Parks & Trails New York

Parks & Trails New York (PTNY) is the State's leading advocate for parks and trails, dedicated since 1985 to improving New Yorkers' health, economy, and quality of life through the use and enjoyment of green space. PTNY has been the leading advocate for completing the Erie Canalway Trail, as promoting the trail as a community resource and tourism destination. More information at ptny.org and CycletheErieCanal.com.

About the New York State Canal Corporation

The New York State Canal Corporation operates, maintains and promotes the 524-mile New York State Canal System, comprised of the Erie, Champlain, Cayuga-Seneca, and Oswego Canals. A recreationway and resurgent commercial waterway, the iconic Canal System has been enlarged twice and has been in continuous operation for 190 years. Today, though still used for commercial transportation, New York's Canals are primarily seen as a world-class destination for tourism and recreation, and the Canal System remains vital to many communities, businesses, industries and farming operations for its abundant, reliable and inexpensive supply of water. The Canal Corporation also oversees the development and promotion of the statewide Canalway Trail System and has directed the construction of more than 200 miles of Canalway Trail since 1995. More information at canals.ny.gov.