**THE HER HELMET THURSDAYS PROJECT**

**HOTEL  EDUCATIONAL / ENTERTAINMENT  RESTAURANT**

**DISCOUNTS ON THURSDAYS FOR MALES AND FEMALES WHO BIKE**

(Also available at related places, such as wineries, delis, and spas.)

Founded 2009 and with no scheduled end-date, HER Helmet Thursdays is helping to make Monterey County one of the most bicycling-friendly places in America. This helps sustain Monterey County’s economy and helps sustain…

**HER/MOTHER EARTH**

**Staff Reference Sheet for 2017**

Discount percentage at this establishment: __________ %

Discount allowed on alcohol at this establishment? □ YES □ NO

For your establishment’s discount percentage or alcohol policy, refer to your listing at http://bit.ly/HHTdiscounts (Listings/FAQs page at BikeMonterey.org), or phone 831-375-6278.

- **For Hotels and other lodging** – Discount applies to Thursday night lodging only.
- **For Educational/Entertainment venues, Restaurants, and related places** – Discount applies to total tab (unless alcohol is excluded) all day and night Thursdays (12 a.m.-11.59 p.m.).

**Special notes for “related places”:** Wineries, your discount applies to tasting room fee and all wine sales. Bakeries/Delis, unless stated otherwise in your listing, your discount applies to sit-down consumption, not carry-out.

**How do people who bike get the discount?**

- **For “H” (Hotels/lodging):** Guests may “BYOB / bring your own bike” or show a copy of a rental receipt or agreement for a one-day or longer bike rental from any Monterey County rental location.
- **For “E” (Educational /Entertainment venues) and “R” (Restaurants) and related places:** Guests bike all or part-way there, then walk in with bike helmet in hand and mention HER Helmet Thursdays. (Guests are not required to bike all the way there. They may “bike-and-ride,” which means use a bus or car, etc. part-way. HER Helmet Thursdays requires only that they bike as far as their stamina and schedule permit.)

**What to do at an “E” or “R” establishment if they forgot their helmet:** This isn’t a bike safety project promoting helmets. The goal is simply to encourage more biking! The helmet just serves as evidence they biked there. No helmet? It’s up to each establishment. Some say, “Sorry, no helmet, no discount.” Others allow bringing in a bike pump or other evidence. FYI, helmets are required by CA law only for people under age 18. “E” or “R” establishments: owner/manager, please check the appropriate box to indicate:

| □ | Helmet must be shown | □ | Helmet or other evidence (such as bike pump) may be shown |

No discounts on these five 2017 Thursdays, unless “allow” box is checked

Discounts normally do not apply for these dates. However, if your establishment is not particularly impacted by a special event or holiday, the owner/manager may choose to allow discounts. Guests may call ahead to inquire, or may ask on the spot. To be prepared for such questions: owner/manager of all establishments, please check the appropriate box below.

**2017 Special event weeks**

- Feb 6-12 – AT&T Pebble Beach Nat’l Pro-Am
- July 20-23 – California Rodeo
- July 15-29 – Carmel Bach Festival
- Aug 14-20 – Monterey Car Week

**2017 Federal legal holidays – Thanksgiving**

| Thurs, Feb 9: | □ allow □ restrict |
| Thurs, July 20: | □ allow □ restrict |
| Thurs, July 20 and Thurs, July 27: | □ allow □ restrict |
| Thurs, Aug 17: | □ allow □ restrict |
| Thurs, Nov 23: | □ allow □ restrict |


BIKEMONTEREY.ORG

QUESTIONS? CALL MARI LYNCH, 831-375-6278