

# THE HER HELMET THURSDAYS PROJECT

🚲 HOTEL 🚲 EDUCATIONAL / ENTERTAINMENT 🚲 RESTAURANT & OTHER  
DISCOUNTS ON THURSDAYS FOR PEOPLE WHO BIKE.

HER Helmet Thursdays, founded 2009, is a long-term project with no scheduled end-date.

By encouraging people to bike, HER Helmet Thursdays helps sustain the economy and the environment—

**HER / MOTHER EARTH.**

## Staff Reference Sheet for 2018

Discount percentage at this establishment: \_\_\_\_\_ %

Discount allowed on alcohol at this establishment?  YES  NO

(Don't remember your establishment's discount percentage or alcohol policy? Refer to the Listings/FAQs page at [bikemonterey.org: http://bit.ly/HHTdiscounts](http://bit.ly/HHTdiscounts).)

- **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, schedule, etc. 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 2018 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.**

#### 2018 Special event weeks

- |   |   |                                |                                   |
|---|---|--------------------------------|-----------------------------------|
| • Feb 5-11 – AT&T Pebble Beach Nat'l Pro-Am       | <b>Thurs, Feb 8:</b>                      | <input type="checkbox"/> allow | <input type="checkbox"/> restrict |
| • July 19-22 – California Rodeo                   | <b>Thurs, July 19:</b>                    | <input type="checkbox"/> allow | <input type="checkbox"/> restrict |
| • July 14-28 – Carmel Bach Festival               | <b>Thurs, July 19 and Thurs, July 26:</b> | <input type="checkbox"/> allow | <input type="checkbox"/> restrict |
| • Aug 18-26 – Monterey Car Week                   | <b>Thurs, Aug 23:</b>                     | <input type="checkbox"/> allow | <input type="checkbox"/> restrict |
| <b>2018 Federal legal holidays – Thanksgiving</b> | <b>Thurs, Nov 22:</b>                     | <input type="checkbox"/> allow | <input type="checkbox"/> restrict |

TO LEARN MORE: <http://bit.ly/HHTQuickLinks>

**BIKEMONTEREY.ORG**

QUESTIONS? CALL MARI LYNCH, 831.375.6278