The HER Helmet Thursdays Project

The first such discounts-for-bicyclists project in the U.S.—and still the nation’s largest!

At H spots, BYOB/Bring Your Own Bike or rent a bike for a day or longer from any Monterey County shop. At E and R spots, bike or bike-and-ride there, then show helmet as evidence.

Thank you to the following businesses and organizations. Their participation makes HER Helmet Thursdays possible!

AD SPONSORED BY THE FOLLOWING LOCALLY OWNED BICYCLE SHOPS:

Bay Bikes 3600 The Barnyard, Carmel; 831-655-BIKE (2453)
Bay Bikes 585 Cannery Row, Monterey; 831-655-BIKE (2453)
Bay Bikes 486 Washington St, Monterey; 831-655-BIKE (2453)
Bear Bikes 1288 North Main St, Salinas; 831-444-8460
Carmel Bicycle 26543 Carmel Rancho Blvd, Carmel; 831-625-2211
Doug Chandler Performance 517 Abbott St, Salinas; 831-422-3270

Questions? Mari Lynch, Bicycling Monterey • 831.375.6278 • BikeMonterey.org

Discounts go ‘til midnight. Website includes CA bike laws, local sidewalk ordinances, tips on riding skills and safety—including night riding—and much more.

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Before claiming discount, refer to FAQs and participant’s individual listing at www.BikeMonterey.org

An Information Hub for Bicycling Monterey County and Home of the HER Helmet Thursdays Project

The HER Helmet Thursdays Project, a long-term project, benefits HER—Mother Earth—and the economy by encouraging biking. People who bike—males and females, locals and visitors—get 10-50% discounts on Thursdays year-round (with some date restrictions) at H spots throughout Monterey County.

Hotels, and other lodging
Educational and Entertainment venues
Restaurants, and related places

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