Do you bike in PACIFIC GROVE?

Businesses and organizations in the H-E-R Helmet Thursdays Project give discounts to males and females on Thursdays year-round (some date restrictions) throughout Monterey County.

H-E-R Helmet Thursdays is a long-term ecology-economy sustainability project that encourages more bicycling.

HER refers to Mother Earth, who benefits from more people biking!

And HER is an acronym for:
- Hotels, and other lodging
- Educational and Entertainment venues
- Restaurants and related spots

For H spots, BYOB/bring your own bike, or show receipt for one day or longer bike rental from any Monterey County rental location.

Get a Thursday night lodging discount.

For E and R spots, bike (or bike-and-ride) there on Thursday, show helmet as evidence.

Get a discount off your total tab anytime on Thursdays (may exclude alcohol).

Listings, FAQs, and details on How to Get the Discounts at:
BikeMonterey.org

Discounts available at over 200 participating businesses and organizations countywide.

PACIFIC GROVE’S 1st HER Helmet Thursdays participants include:

- Café Ariana
- China House
- Favaloro’s Big Night Bistro
- Fifi’s Bistro Café
- First Awakenings
- Fishwife
- Happy Girl Kitchen
- Lighthouse Lodge & Cottages
- Pacific Grove Museum of Natural History’s Museum Store
- Passionfish
- Peppers Mexicali Café
- Petra
- Point Pinos Grill
- Taste Café & Bistro
- Toasties Café
- Winning Wheels Bicycle Shop

Above list current as of 4 Dec 2017.

Not online?
Phone (831) 375-6278

Learn more about the HER Helmet Thursdays project, along with other tips on biking Pacific Grove and all of Monterey County:

BikeMonterey.org