**Do you bike in SEASIDE?**

Businesses and organizations in the H-E-R Helmet Thursdays Project give discounts to males and females, locals and visitors, on Thursdays year-round, 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 and FAQs at BikeMonterey.org**

Not online?
Call Mari Lynch (831) 375-6278

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

BikeMonterey.org

Discounts available at over 200 participating businesses and organizations countywide.

**SEASIDE’S 1st HER Helmet Thursdays participants include:**

- Baan Thai
- Bayonet Bar & Grill
- Bayside Coffee Company
- Breakfast Club
- Embassy Suites
- Erik’s DeliCafé
- Fishwife
- Jose’s Mexican
- Marisco’s Puerto Nuevo
- Monterey Donut
- MYO Pure Frozen Yogurt
- Pacifica Café & Bar
- Perfectly Pressed
- Rosa’s La Villa Restaurante
- Turtle Bay Taqueria

Above list current as of 4 April 2016.