

# THE HER HELMET THURSDAYS PROJECT

## HOTEL, EDUCATIONAL/ENTERTAINMENT, RESTAURANT & MORE DISCOUNTS ON THURSDAYS FOR PEOPLE WHO BIKE

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

We're helping **HER / MOTHER EARTH** and the economy!

### Staff Reference Sheet for 2024

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

Discount allowed on *alcohol* **at this establishment?** ☐ YES ☐ NO

Your percentage and alcohol policy (and any other details specific to your establishment) are in your individual listing in the HER Helmet Thursdays Quick Reference Guide. To refer to the guide, see Listings/FAQs page <https://bit.ly/FAQsListings>

Owner/manager: If **your establishment** doesn't allow discount during these special event weeks, check below to advise your staff:

- ☐ No discount - AT&T Pebble Beach National Pro-Am
- ☐ No discount - California Rodeo Salinas
- ☐ No discount - Carmel Bach Festival
- ☐ No discount - Monterey Car Week / Pebble Beach Automotive Week
- ☐ No discount - Thursday, Nov 28, 2024 – due to Thanksgiving Day

### HOTELS AND OTHER LODGING

Discount applies to **Thursday night** lodging only.

Lodging providers may exclude property blackout dates, etc. *if mentioned in your individual listing.*

### EDUCATIONAL, ENTERTAINMENT, RESTAURANTS, AND ALL OTHERS

Discount applies to **total tab** (unless alcohol excluded) **all day and night on Thursdays.**

**Special notes for the following categories only.** Unless otherwise stated in your individual listing...

- **Bakeries and delis**, your discount applies to sit-down consumption, including outdoor dining, not carry-out.
- **Bicycle shops**, your discount excludes bicycles and not-in-stock items / special orders.
- **Wineries**, your discount applies to tasting room fee and all wine sales.

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

#### HOTELS AND OTHER LODGING

Guests may “BYOB / bring your own bike” **or** show copy of rental receipt or agreement for 1-day or longer bike rental from any Monterey County rental location, and mention HER Helmet Thursdays.

#### EDUCATIONAL /ENTERTAINMENT VENUES, RESTAURANTS, AND ALL OTHERS

Guests bike there, walk in with helmet in hand, and mention HER Helmet Thursdays.

Guests are **not** required to bike all the way there. They just need to bike as far as their stamina, schedule, etc. allow (they're on the honor system). They may “bike-and-ride” (use a bus or car, etc.) partway. And yes, pedaling an e-assist is a fine option too.

➤ **What if the person doesn't bring a helmet?**

It's up to the owner/manager. Some say, “Sorry, no helmet, no discount.” Others allow bringing bike pump or other evidence of biking there. (FYI this project is simply to encourage biking. CA law only requires helmets for minors.)

➤ **Owner/manager: Check to tell your staff if helmets are required **at this establishment.****

☐ **Helmet** must be shown ☐ **Helmet or other evidence**, such as bike pump, may be shown

### QUESTIONS? (Voice calls: 831.375.6278) **BIKEMONTEREY.ORG**

For HER Helmet Thursdays 2-minute video and audio intros, and other info,  
go to <https://bikemonterey.org/her-helmet-thursdays>