

Bikeshare by RIDE Solutions: Zag This Week Emails



Powered by Zagster

Since its launch in May of 2017, the Bikeshare by RIDE Solutions program has continued to expand throughout the city, creating a network of 17 stations connecting downtown Roanoke to nearby neighborhoods, activity, and commercial centers.

This summer, RIDE Solutions created the weekly “Zag This Week” email newsletter highlighting businesses and events near bikeshare stations. This is a great opportunity to show all the great things Roanoke has to offer while emphasizing how easy it is to get to them on a Zagster.

Each newsletter highlights between four and six events taking place near a Zagster station. The newsletter has a goal of promoting a wide variety of events reflecting the wide variety of interests and activities taking place in Roanoke – from rooftop yoga, to concerts, to beer launches, to community service opportunities.

We are always looking for things to share with our over 3,000 members. If you or your business have an event or a promotion going on that you would like for us to highlight in our weekly newsletter, contact Tim Pohlad-Thomas, timpohladthomas@rvarc.org for more information.

Sponsorship Opportunities

As RIDE Solutions’ bikeshare system continues to grow, we are always looking for ways to expand to the system to meet the needs of as many of our residents as possible.

Sponsors benefits include branding on the bicycles and station, priority in determining a station’s location, brand recognition within the Zagster app, member benefits for sponsors employees and customers, and more. Businesses interested in becoming a bikeshare sponsor to help grow this valuable community benefit should contact Jeremy Holmes, Director of RIDE Solutions, at 540-342-9393.

For more information on the bike share program and future expansion plans, visit: www.ridesolutions.org/bikeshare

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Bikeshare by RIDE Solutions is a partnership with Zagster, a bikeshare provider headquartered in Massachusetts, that is based on a sponsorship model where the costs of starting and operating new stations are covered by community-minded local businesses.