



The Delaware River and Bay Authority

NEWS RELEASE

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For Immediate Release

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Cape May – Lewes Ferry Promotes “Biking Across the Bay” ***“On the Rocks” Partners with Coca-Cola on Bicycle Sweepstakes Promotion***

(Cape May, NJ) Today, Cape May – Lewes Ferry (CMLF) officials announced a bicycle giveaway contest designed to increase awareness of the “On the Rocks Dockside Grill” locations at the Ferry terminals and to highlight the bicycling opportunities in New Jersey and Delaware. “On the Rocks Dockside Grill” will be giving away a red Coca-Cola colored mountain bicycle to two (2) lucky sweepstakes entrants. The promotional contest continues now through August 31, 2017.

“We’d like to thank Coca-Cola for donating these fantastic mountain bikes for our promotional contest,” said Shaun O’Brien, superintendent of food and retail at the Ferry. “No purchase is necessary to enter and we provided a number of ways to participate in the sweepstakes.”

O’Brien added that people can enter one of three ways: text-to-enter (text “redbike” to 555-888, and receive a link to a survey that they can fill out to complete their entry), online at www.surveymonkey.com/r/redbike, or by asking a server or bartender for a paper copy of the survey that they can fill out and drop in a box at the On The Rocks (OTR) bar at either ferry location. Only one entry per person. The winners will be chosen randomly through Survey Monkey. For all the contest rules, please visit www.cmlf.com/contest-rules.

Leisure bike riding continues to gain in popularity. “We continue to see more and more customers traveling with their bicycles aboard the Cape May – Lewes Ferry each year,” said Heath Gehrke, director of ferry operations. “A great network of bike trails provide a unique way to explore the Twin Capes region while also getting some exercise. And, remember, bicycles travel free on the Ferry.” Gehrke noted that bicycling is popular on both sides of the Delaware Bay and pointed to the League of American Bicyclists, which ranked Delaware 3rd in the latest Bicycle Friendly State “Report Card” and placed New Jersey 11th.

Both Sussex County, DE and Cape May County, NJ continue to expand regional biking initiatives. The Gordon’s Pond Trail extension in southern Delaware, which opened in Cape Henlopen State Park in June 2014, links to the existing Junction and Breakwater Trail, completing a scenic 15-mile bicycle loop between Lewes and Rehoboth Beach that is beautiful and family-friendly. At the same time officials in Cape May County recently completed the connection of existing bicycle paths in Lower Township and

Middle Township, creating a route from the Ferry to the Cape May County Zoo, a popular destination for ferry passengers.

In addition to entering to win a new bicycle at either both “On the Rocks Dockside Grill” locations in August, Ferry customers can also rent a variety bikes at the Lewes Ferry Terminal. With a wide assortment of cruisers and multi-speed bikes, guests of all ages can grab their perfect ride for a day of comfortable cruising either for a few hours in Delaware for a full day for ride over to the Cape May side

For guests renting bicycles in Delaware, Lewes Cycle Shop has bikes available at the ferry terminal. Men’s/women’s cruiser rentals are priced at \$8 for 1 hour, \$16 for 4 hours, \$25 daily or \$45 for the week. Cruisers with a baby seat are \$8 for 1 hour, \$18 for 4 hours, \$30 daily or \$59 for the week. Multi speed bike rentals are \$8 for 1 hour, \$16 for 4 hours, \$30 daily or \$69 for the week. Lewes Cycle Shop also provides 20in/24in kid’s bike rentals for \$5 for 1 hour, \$12 for 4 hours, \$16 daily and \$34 for the week. Customers can call the Lewes Cycle Shop at 302-645-4544 or 888-800-2453, where they will be given a bike number and lock code to unlock the bike.

About the Cape May-Lewes Ferry

The Cape May-Lewes Ferry is owned and operated by the Delaware River and Bay Authority, a bi-state governmental agency created by Compact in 1962. The Ferry is open year-round and has carried more than 45 million passengers since its inception on July 1, 1964. In 2016, the ferry service, which connects Victorian Cape May, New Jersey, and historic Lewes, Delaware, transported approximately 275,000 vehicles and nearly 1 million passengers. For schedule, rates and other program information, please visit the ferry’s website at www.CMLF.com, or call toll free, 800-643-3779. Like us on Facebook or follow us on Twitter @CMLFerry.