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**“Where Ya’ Rack?” Installs First Bike Corral in French Quarter**

*Bicycling advocacy program partners with French Quarter Management District, residents, and businesses to install on-street bike parking at Latrobe Park*

**NEW ORLEANS (September 17, 2013)** – Today, “Where Ya’ Rack?,” a project of Young Leadership Council (YLC), and the French Quarter Management District (FQMD), celebrated the installation of a bike corral at Latrobe Park in the 400 block of Ursulines Avenue. The corral is the first of its type to be installed in the metro area by the volunteer-led project.

“We’re excited to work side-by-side with Where Ya’ Rack? to unveil this corral as a new bicycle parking option in the French Quarter,” said Gail Cavett, FQMD Infrastructure Committee Chair. “People are choosing to leave their vehicles at home and bike into the Quarter, increasing the demand for bike parking, and this project meets that need.”

“We’re grateful for the support of our partners in the French Quarter, as we work to achieve our goal of providing secure bike parking to our community,” said C. Garlan White, Where Ya’ Rack? co-project leader. “Some people appreciate the pure convenience of having bike parking, while others appreciate that it encourages a healthier mode of transportation.”

Funded through the support of the Barman’s Fund and the Hash House Harriers, the corral is part of Where Ya’ Rack?’s efforts to improve bicycling in the Greater New Orleans region. Where Ya’ Rack?, partnering with French Quarter Management District will install additional bike corrals in the French Quarter. Also participating in this project are Councilmember Kristin Gisleson Palmer, Vieux Carré Commission, the Department of Public Works, French Quarter Business Association, Vieux Carré Property Owners, Residents, and Associates, French Quarter Citizens, and Bike Easy.

“The economic vitality of our neighborhoods relies on a transportation system that connects residents to jobs and services,” said Kristin Gisleson Palmer, New Orleans District C Councilmember. “Providing high quality bicycle parking makes bicycling an attractive and affordable transportation option, which allows us to build equity and wealth in our community.”

Founded in 2009 by a group of YLC member-volunteers, Where Ya’ Rack? provides bicycle parking throughout the Greater New Orleans area. The mission of the project is to encourage bicycling as an

environmentally friendly and healthy option for commuting, short trips, and errands. To date, Where Ya' Rack? has installed more than 220 racks in Jefferson, Orleans, and St. Bernard Parishes.

“Before Hurricane Katrina, New Orleans had fewer than 5 miles of designated bikeways. Today, we have over 60 miles and have been recognized by the League of American Bicyclists as a Bicycle Friendly Community,” said Col. Mark Jernigan, Director of the City of New Orleans Department of Public Works. “The installation of the first bicycle corral in the metro area is an important step forward in continuing the progress we have made.”

“Studies also show that bicyclists tend to spend more money at local businesses because they will ‘hover’ in an area versus driving to a store, grabbing the one item they need, and driving away,” said White.

The project’s volunteer leadership team seeks sponsorships for racks or corrals from local businesses, property owners, and other groups. YLC works with the sponsors, public officials, and community leaders to determine each location. YLC members then volunteer the time and labor required to install the racks and corrals.

To obtain sponsorship information please visit [www.wherayarack.org](http://www.wherayarack.org).

For more information on YLC, please visit [www.ylcnola.org](http://www.ylcnola.org).

Follow Where Ya' Rack? at [@WhereYaRack](https://twitter.com/WhereYaRack) and YLC at [@ylcnola](https://twitter.com/ylcnola) on Twitter.

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*The Young Leadership Council is a non-profit, non-partisan civic organization created to develop leadership through community projects. Through volunteer-created community projects, the YLC recruits and retains young professionals to New Orleans, creating a positive impact on the quality of life in the region. The oldest independent YPO (young professionals' organization) in the country, the YLC has raised more than \$25 million to support community projects in and around the New Orleans area since 1986.*