



We are a **H-E-R Helmet Thursdays**

participating business/organization.

We help make Monterey County one of the most bicycling-friendly places in America by providing *discounts for cyclists* (males and females, locals and tourists) *on Thursdays*.

2012 Staff Reference Sheet

Discount **percentage** allowed by this establishment: _____ %
Discount **allowed on alcohol** at this establishment? YES NO

- **For “H”/Hotels/other lodging** – Discount applies to *Thursday night lodging* only.
- **For “E” (Educational/Entertainment) and “R” (Restaurant, and related places*)** – Discount applies to *total tab* (unless alcohol excluded) *all day and night* (12:00 am to 11:59 pm) *ON Thursdays*.

(*Special notes: At **wineries**, discount applies to all wine sales—tasting room fees and bottled wine. At **delicatessens**, discount applies to purchases for sit-down consumption only.)

How do cyclists get the discount?

- **For “H” (Hotels/lodging)**: Guests may “BYOB/bring your own bike” *or* show a copy of a rental receipt or agreement for a one-day or longer bike rental from any Monterey County rental location.
- **For “E”(Educational /Entertainment venues) and “R” (Restaurants**—and other places serving food/beverages): Guests just walk in with bike **helmet** in hand and mention HER Helmet Thursdays. (Maybe you’re wondering: Guests are **not** required to bike all the way there. They may “**bike-and-ride**,” which means bike part-way, and use bus or car, etc. part-way. HER Helmet Thursdays simply encourages biking as far as schedule and stamina permit.)
- **What to do at an “E” or “R” place if they forgot their helmet**: This is not a bike safety project promoting helmets; instead, the goal is simply to **encourage more biking!** The helmet just serves as evidence they biked there. No helmet? It’s up to each establishment. Some say, “Sorry, no helmet, no discount,” and others allow bringing in a *bicycle pump* as alternate evidence. **This establishment’s manager may indicate:**
 Helmet only Helmet *or* bicycle pump

2012 Restricted Dates:

2012 Federal legal holidays –Thursday discounts will *not* apply on:
Nov 22 - Thanksgiving Day

2012 Special event weeks – Restrictions *normally* apply for these dates. However, if your place is not particularly impacted by an event, the manager may choose to allow discounts. (Cyclists are encouraged to phone and ask.) **Manager may indicate:**

- | | | |
|--|----------------------------|--|
| • Feb 6 -12 - AT&T Pebble Beach Nat’l Pro-Am | Thurs, Feb 9: | <input type="checkbox"/> Allow <input type="checkbox"/> Restrict |
| • April 12-15 - Pebble Beach Food & Wine | Thurs, April 12: | <input type="checkbox"/> Allow <input type="checkbox"/> Restrict |
| • June 21-23 - Spirit West Coast | Thurs, June 21: | <input type="checkbox"/> Allow <input type="checkbox"/> Restrict |
| • July 19-22 - California Rodeo | Thurs, July 19: | <input type="checkbox"/> Allow <input type="checkbox"/> Restrict |
| • July 14-28 - Carmel Bach Festival | Thurs, July 19, 26: | <input type="checkbox"/> Allow <input type="checkbox"/> Restrict |
| • July 27-29 - Red Bull U.S. Grand Prix | Thurs, July 26: | <input type="checkbox"/> Allow <input type="checkbox"/> Restrict |
| • Aug 15-19 - Concours d'Elegance | Thurs, Aug 16: | <input type="checkbox"/> Allow <input type="checkbox"/> Restrict |
| • Aug 19-21 - Rolex Historic Auto Races | Thurs, Aug 16: | <input type="checkbox"/> Allow <input type="checkbox"/> Restrict |
| • Sept 21-23 - Monterey Jazz Festival | Thurs, Sept 20: | <input type="checkbox"/> Allow <input type="checkbox"/> Restrict |

Questions? Call Mari Lynch, (831) 375-6278 or see <http://www.BicyclingMonterey.com>