

The HER Helmet Thursdays Project

🚲 **HOTEL** 🚲 **EDUCATIONAL / ENTERTAINMENT** 🚲 **RESTAURANT** 🚲
(and related) discounts, to encourage bicycling. Why? Help sustain **HER**/Mother Earth and the economy!

2014 Staff Reference Sheet

Carmel Bach Festival is a **HER** Helmet Thursdays participant.

We help make Monterey County one of the most bicycling-friendly places in the USA by providing *Thursday discounts* for people who bike (males and females, locals and tourists). Carmel Bach Festival's discount percentage is **20 %**. Discount applies to Thursday performances only.

How do people who bike get the discount?

- **To get their discount**, people must bike or [bike-and-ride](#) there, then show their helmet as evidence. Bicyclists are *not* required to bike *all the way* there. "Bike-and-ride" means it's fine to use a bus or car, etc. part-way. HER Helmet Thursdays simply encourages biking *as far as schedule and stamina permit*.
- **Advance ticket purchases:** People may bike or [bike-and-ride](#) *on any day of the week* to purchase tickets in advance *for any Thursday concert (only)*. They may buy advance tickets in person at the Carmel Bach Festival office, located at the NW corner of 10th and Mission, off the back parking lot of the [Carmel Sunset Center](#). July hours are 9 a.m. to 5 p.m., 7 days a week. (And two hours prior to performances, they may purchase advance tickets up at the [Sunset Center box office](#), San Carlos & 9th, as well.)
- **At the door (availability permitting):** People may bike or [bike-and-ride](#) to any Thursday performance and purchase tickets at the door. Tickets may be purchased at (2014 Thursday venues) [All Saints Church](#) and [San Carlos Cathedral / Royal Presidio Chapel](#) one hour before the performance; and at the [Sunset Center](#) two hours before the performance.
- **What to do if they forgot their helmet:** This is not a bike safety project promoting helmets. The goal is just to encourage more biking! The helmet simply serves as evidence they biked there. No helmet? This venue's ticket sales manager may indicate:
 - Helmet only
 - Helmet *or* bicycle pump/other evidence

To learn more, see BicyclingMonterey.com or <http://bit.ly/HHTQuickLinks>
Questions? Call Mari Lynch, (831) 375-6278

2014 HER Helmet Thursdays Restricted Dates:

2014 Federal legal holidays –Discounts do *not* apply on July 4-Independence Day; Nov 27-Thanksgiving Day.

2014 Special event weeks – Project-wide, restrictions *normally* apply for these dates. However, the owner/manager may choose to allow discounts. Bicyclists may call ahead to ask..

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| • Feb 3-9 - AT&T Pebble Beach Nat'l Pro-Am | Thurs, Feb 6: | <input type="checkbox"/> Allow <input type="checkbox"/> Restrict |
| • April 10-13 - Pebble Beach Food & Wine | Thurs, April 10: | <input type="checkbox"/> Allow <input type="checkbox"/> Restrict |
| • July 17-20 - California Rodeo | Thurs, July 17: | <input type="checkbox"/> Allow <input type="checkbox"/> Restrict |
| • July 19-Aug 2- Carmel Bach Festival | Thurs, July 24, 31: | √ Allow |
| • Aug 13-17 - Concours d'Elegance | Thurs, Aug 14: | <input type="checkbox"/> Allow <input type="checkbox"/> Restrict |
| • Aug 14-17 - Rolex Historic Auto Races | Thurs, Aug 14: | <input type="checkbox"/> Allow <input type="checkbox"/> Restrict |
| • Sept 19-21 - Monterey Jazz Festival | Thurs, Sept 18: | <input type="checkbox"/> Allow <input type="checkbox"/> Restrict |