

5TH ANNIVERSARY

The first such discounts-for-bicyclists project in the U.S.—and still the nation's largest!



The HER Helmet Thursdays Project



HER Helmet Thursdays, a long-term project, benefits HER—Mother Earth—and the economy by encouraging biking. People who bike—males and females, locals and visitors—**get 10-50% discounts** on Thursdays year-round (with some date restrict) at HER spots throughout Monterey County.

- H**otels, and other lodging
- E**ducational and Entertainment venues
- R**estaurants, and related places

Before claiming discount, refer to FAQs and participant's individual listing at **www.BikeMonterey.org**

An Information Hub for Bicycling Monterey County and Home of the HER Helmet Thursdays Project



At **H** spots, BYOB/Bring Your Own Bike or rent a bike for a day or longer from any Monterey County shop. At **E** and **R** spots, bike or bike-and-ride there, then show helmet as evidence.

Thank you to the following businesses and organizations. Their participation makes HER Helmet Thursdays possible!

17th St Grille
400° Gourmet Burgers & Fries
Abalonetti
Abrego Lounge
Allegro Gourmet Pizzeria
Alvarado Street Brewery
Amir's Grill and Bar
Angelina's Pizzeria
AquaBlue Skin & Body Spa
Artichoke Inn
Austino's Patisserie
Baan Thai
Bagel Bakery-Carmel
Bakery Station
Bay View Deli & BBQ
Bayonet Bar & Grill
Bayside Coffee Company
Best Western Plus Beach Resort
Big Sur River Inn Restaurant
Bistro Abrego
Breakfast Club
Britannia Arms
Café Fina
Café La Strada
Café Rustica
Café Stravaganza
Caffè Trieste
California Pizza Kitchen
Cannery Row Brewing Company
Cantinetta Luca
Carmel Bach Festival
Carmel Belle
Carmel Coffee
Carmel Mission Inn
Carmel River Inn
Chaya Japanese Tea & Things

Chef Lee's Mandarin House-MRY
China Garden
Cima Collina Tasting Room
Cooper's Pub & Restaurant
Corkscrew Cafe
Courtside Bistro at Chamisal
Courtyard by Marriott
Cozumel
Cypress Inn
D'Anna Thai Kitchen
De Tierra Vineyards Tasting Room
Domenico's On the Wharf
East Village Coffee Lounge
Eco Carmel
El Palomar
El Torito
Elli's Great American Restaurant
Ern Le's
Embassy Suites Monterey Bay
Epsilon
Erik's DeliCafé-Barnyard, Carmel
Erik's DeliCafé, Seaside
Favaloro's Big Night Bistro
Fifi's Bistro Café
First Awakenings-Pacific Grove
First Awakenings-Salinas
Fishwife-Pacific Grove
Fishwife-Seaside
Forest Lodge
Forge in the Forest
Fox California Theater
From Scratch
Gilbert's Seafood Grill Restaurant
Gino's
Golden Fish
Golden Tee

Grasing's
Great Wall Chinese
Grower's Pub
Guadalajara Grill
Hahn SLH Estate Winery
Hanabi Japanese
Happy Dragon
Happy Girl Kitchen
Haute Enchilada
Heller Estate Organic Vineyards
Hofsas House Hotel
Hotel Abrego
Hotel Pacific
Hula's Island Grill & Tiki Room
Hyatt Regency Monterey
InterContinental The Clement MRY
International Market and Deli
Island Taco
Jabberwock Inn
Jack London's
Jersey's Subs
Jose's Mexican
K.C. Bar and Grill
Knuckles Sports Bar at Hyatt Regency
Koko's Café
Krua Thai
Kula Ranch
La Balena
La Plaza Bakery & Café-Bardin-E. Slns
La Plaza Bakery & Café-W. Slns
La Plaza Bakery & Café-Sanborn-E. Slns
La Plaza Bakery & Café-Gonzales
La Plaza Bakery & Café-Greenfield
La Plaza Bakery & Café-Soledad
La Sala's BiRite Deli
LALLA Lounge

LALLA Grill
LALLApolooza
Lampighter Inn
Le St. Tropez
Lemon Grass
Lighthouse Lodge & Suites
London Bridge Pub
Loose Noodle
Lopez Taqueria
Los Laureles Lodge
LouLou's Griddle in the Middle
Lucky's Roadside
Hotel Pacific
Maha's Lebanese Cuisine
Marisco's Puerto Nuevo-Seaside
Marisco's Puerto Nuevo-Soledad
Merlot Bistro
Michael's Grill and Taqueria-Slms
Montellese Family Chiropractic
Monterey Bay Photo
Monterey Donut
Monterey Fireside Lodge
Monterey Hostel
Monterey Hotel
Monterey Museum of Art-La Mirada
Monterey Museum of Art-Pacific St
Mountain Mike's Pizza-Marina
Mountain Mike's Pizza-W. Alisal-Slms
Mucky Duck
Mundaka
Museum of Monterey (MOM)
MY Museum/Monterey Youth
MYO Yogurt-Monterey
MYO Yogurt-Salinas
MYO Yogurt-Seaside
National Steinbeck Center
Noodle House

Pacific Café & Bar
Paluca Trattoria
Papa Chevo's-Monterey
Paraiso Vineyards
Parker Lusseau-Munras-Monterey
Parker Lusseau-Hartnell-Monterey
Parker Lusseau-Ryan Ranch-MRY
Passionfish
Perfectly Pressed, Salinas
Perfectly Pressed, Seaside
Peppers Mexicali Café
Persian Grill
Peter B's Brewpub
Petra-Monterey
Petra-Pacific Grove
P.F. Chang's-Monterey
Pico de Gallo
Pierce Ranch Vineyards
Pino's Café
Plaza Linda Restaurant & Cantina
Plume's Coffee House
Point Pinos Grill
PortaBella
Portobello's Rotisserie Café
Portola Hotel
Princess Monterey Whale Watching
r.g. Burgers-Carmel
Red's Burger Joint
Residence Inn by Marriott
Rio Grill
Rollick's Specialty Coffee & Internet
Room for Dessert
Rosa's La Villa Restaurant
Rosie's Country Store
Rosita's Armory Café

Round Table Pizza-Castroville
Running Iron Restaurant & Saloon
Sakura Japanese
San Ardo Café
Sanctuary Beach Resort
Sandbar & Grill
Sapporo Japanese
Sarita's, the Original
Scheid Vineyards Tasting Rm-Carmel
Scheid Vineyards Estate-Greenfield
Schooners Coastal Kitchen & Bar
Spa at Bernardus Lodge
Spa on the Plaza
Steinbeck House
Stirrup Cup Pizza
Sweet Elena's Bakery & Café
Tacos El Jalisciense-Gonzales
Tacos El Jalisciense-E. Alisal-Salinas
Taqueria del Mar
Taqueria la Arrolladora
Taste Café & Bistro
Terry's at the Cypress Inn
Toasties Café
Trailside Café & Beer Garden
Trailside Café & Coffee House
Turtle Bay Taqueria-Monterey
Turtle Bay Taqueria-Seaside
TusCA Ristorante at Hyatt Regency
Vista Blue Spa at Monterey Plaza Hotel
Wharf Marketplace
Wickets at Bernardus Lodge
Wild Plum Café & Bakery
Will's Fargo Dining House & Saloon
Windmill
Yangtse's Taste of Thai
Zeph's One-Stop

AD SPONSORED BY THE FOLLOWING LOCALLY OWNED BICYCLE SHOPS:

- Bay Bikes** 3600 The Barnyard, Carmel; 831-655-BIKE (2453)
- Bay Bikes** 585 Cannery Row, Monterey; 831-655-BIKE (2453)
- Bay Bikes** 486 Washington St, Monterey; 831-655-BIKE (2453)
- Bear Bikes** 1288 North Main St, Salinas; 831-444-8460
- Carmel Bicycle** 26543 Carmel Rancho Blvd, Carmel; 831-625-2211
- Doug Chandler Performance** 517 Abbott St, Salinas; 831-422-3270

- Marina Cycle & Skate** 214 Reservation Rd, Marina; 831-384-2453
 - Peninsula Bike Works** 1271-10th St, Ste C, Monterey; 831-643-BIKE (2453)
 - Sports Center Bicycles** 1576 Del Monte Blvd, Seaside; 831-899-1300
 - Tony's Bike Shop & Skateboards** 11402 Haro St, Castroville; 831-272-8409
 - Valley Bikes** 315 West Market St, Salinas; 831-422-3453
- and the **Monterey County Weekly**

Questions? Mari Lynch, Bicycling Monterey • 831.375.6278 • BikeMonterey.org

Discounts go 'til midnight. Website includes CA bike laws, local sidewalk ordinances, tips on riding skills and safety—including night riding—and much more.