




Do you bike in SEASIDE?

Businesses and organizations in the H-E-R Helmet Thursdays Project give discounts to males and females, locals and visitors, on Thursdays year-round, **throughout Monterey County.**

H-E-R Helmet Thursdays is a long-term ecology-economy sustainability project that encourages more bicycling.

HER refers to Mother Earth, who benefits from more people biking!

And **HER** is an acronym for:

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

For **H** spots, BYOB/bring your own bike, or show receipt for one day or longer bike rental from any Monterey County rental location.

Get a Thursday night lodging discount.

For **E** and **R** spots, bike (or bike-and-ride) there on Thursday, show helmet as evidence.

Get a discount off your total tab anytime on Thursdays (may exclude alcohol).

**Listings and FAQs at
BikeMonterey.org**

Not online?

Call Mari Lynch (831) 375-6278

Discounts available at over 200 participating businesses and organizations countywide.

**SEASIDE'S 1st
HER Helmet Thursdays
participants include:**



[Baan Thai](#)



[Bayonet Bar & Grill](#)



[Bayside Coffee Company](#)



[Breakfast Club](#)



[Embassy Suites](#)



[Erik's DeliCafé](#)



[Fishwife](#)



[Jose's Mexican](#)



[Marisco's Puerto Nuevo](#)



[Monterey Donut](#)



[MYO Pure Frozen Yogurt](#)



[Pacifica Café & Bar](#)



[Perfectly Pressed](#)



[Rosa's La Villa Restaurante](#)



[Turtle Bay Taqueria](#)

Above list current as of 4 April 2016.

**Learn more about the HER Helmet Thursdays project,
along with other tips on biking Seaside and all of Monterey County, at:**

BikeMonterey.org