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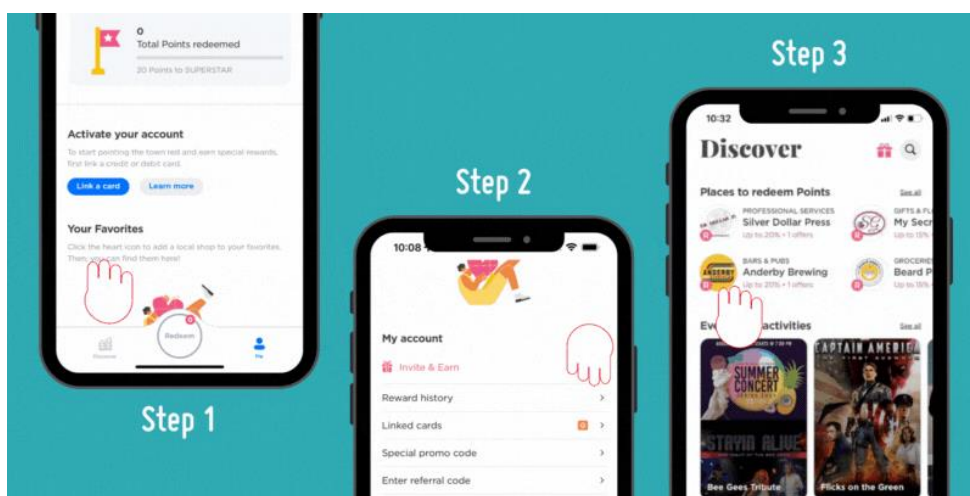
FOR IMMEDIATE RELEASE

CITY OF PEACHTREE CORNERS ANNOUNCES A UNIQUE PARTNERSHIP WITH LOVE TO RIDE TO REWARD CITY RESIDENTS FOR BIKE RIDING

PEACHTREE CORNERS, GA, October 6, 2022 -- As part of its mission to help the city achieve its goals, the City of Peachtree Corners, in partnership with [Colu Technologies](https://www.colutech.com), has announced a new partnership with bike riding platform [Love to Ride](https://www.lovetoride.com), aimed at reducing greenhouse gas emissions while supporting local businesses in Peachtree Corners, Georgia. The app – [Choose PTC](https://www.lovetoride.com), powered by Colu, utilizes proven concepts of gamification and behavioral economics to transform the city’s strategic goals into measurable actions.

[The way it works is simple](#): Riders can earn PTC points on Choose PTC when they choose to ride a bike for transportation (one PTC point is worth one dollar). The goal is to incentivize locals and visitors to opt for bikes instead of traditional transportation methods (and get rewarded for doing so). The Choose PTC app can be easily downloaded on [the App Store](#) or [Google Play](#).

This October marks the 10th anniversary of metro Atlanta’s Biketober challenge. To celebrate, riders who ride at least 5 miles during the month of October and log them on their [Love to Ride profile](#) will receive 5 PTC points (equivalent to \$5) to spend locally. Once 5 miles are logged, Love to Ride will email riders a unique promo code to copy and paste into the Choose PTC app to add 5 PTC points to their account. Riders who go the extra mile and log at least 6 rides for transportation on Love to Ride will earn 20 PTC points (equivalent to \$20). See below for ways to redeem in just three easy steps.



It’s that easy! Aside from the cycling incentives, shoppers can earn generous rewards at restaurants, retail stores, cafés, gyms, yoga studios, salons, and other outlets where they can be redeemed as cash credits toward future purchases. Any Peachtree Corners based small or independent business with a storefront that accepts debit and/or credit cards is welcome to [apply as a redeeming business](#). PTC points redeemed by businesses are reimbursed on a monthly basis.

Choose PTC was launched in May 2022. Driven by economic impact, powered by data, and customized by the city, Colu has developed a convenient and modern take on driving local spending back into the community. The app's customizability makes it easy for cities to focus on their unique goals.

“We are thrilled about this partnership with Love to Ride since it greatly aligns with our mission by encouraging citizens to take actions that benefit their city. When we encourage people to cycle, we promote sustainability and healthy living. But even more so, when people redeem their earned points at local businesses we are driving a hyper-local economy.” - Ortal Tevel, CEO of Colu.

“At Love to Ride we’re always interested in finding ways to encourage and support more people to ride bikes, more often, and for transportation. Colu and the City of Peachtree Corners are doing some really interesting work with resident engagement, and we’re excited to see what we can achieve when we work together.” - Thomas Stokell, CEO of Love to Ride.

If you’re exploring new ways to help your local economy grow, you can learn more about Colu and its partners (including Love to Ride and the City of Peachtree Corners) at colu.com.

About the City of Peachtree Corners, Georgia

As the heart of what is being called #SiliconOrchard in the metro-Atlanta region, Peachtree Corners is a vibrant municipality that’s home to more than 45,000 residents, 45,000 jobs, and an innovation hub that houses some of the world’s most disruptive technology companies. As the United States’ premier smart city powered by real-world connected infrastructure and 5G, Peachtree Corners serves as the model for how government and private industry can better collaborate to create a better future for society and business. From the world’s first deployment of teleoperated e-scooters to fully autonomous shuttles being utilized by actual residents, and from a solar roadway to the largest electric vehicle fast-charging hub in the region, Peachtree Corners is where the most future-forward Internet of Things (IoT) and sustainable technologies come to life for the benefit of its citizens, and the world. For more information, visit <http://www.peachtreecornersga.gov>.

About Love to Ride

Love to Ride is a social enterprise specializing in developing behavior change programs that get more people cycling more often. Since its inception in 2008, Love to Ride has hosted hundreds of Workplace Bike Challenges globally and encouraged over 600,000 people to ride. Locally, Love to Ride works with Georgia Commute Options to run the Biketober Challenge, open to anyone who lives or works in the metro Atlanta area.

About Colu

Colu’s programs in cities like Akron, Ohio and Monterey Park, CA, have seen an economic multiplier of over 9x on city budgets, while simultaneously helping reduce carbon emissions. In Akron, Ohio, in the first two years, Colu’s ‘Akronite’ app helped generate over \$2.1 million in local business sales, involving thousands of users and 300 local businesses.

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