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**** high resolution photos available**

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CITY OF NEW ROCHELLE LAUNCHES FIRST BIKE-SHARE PROGRAM IN WESTCHESTER COUNTY

New Rochelle Bike Share Will Provide Residents and Visitors Access to 100 Bikes Available at 11 Stations throughout the City

NEW ROCHELLE, NY – May 4, 2018 – Today, New Rochelle Mayor Noam Bramson and City Manager Charles B. Strome, III joined other City officials and cycling enthusiasts in a ride from New Rochelle City Hall to Anderson Plaza to mark the official launch of the first bike share program in Westchester County.

New Rochelle Bike Share – which includes 100 bicycles at 11 locations across the City – is privately funded by P3 Global Management, a subsidiary of European Parking & Smart Mobility leader EYSA. P3GM is a global smart city development company which creates public-private partnerships and facilitates collaboration between municipalities and the private sector to launch innovative urban infrastructure projects.

After a soft launch in March, the bikes – available to rent for \$2 for 30 minutes after downloading the City’s bike share mobile app – have attracted over 400 registered users.

“We are excited to have the first bike share program in Westchester County and thank our friends at P3GM for making this a reality,” said **Mayor Noam Bramson**. “By providing today’s residents – and future residents – with a fun and sustainable way to get around, we help make New Rochelle a healthier, stronger community.”

“Transportation and accessibility are among the top features attracting residents and visitors to the City,” said **City Manager Charles B. Strome, III**. “Launching the bike share program not only provides the community with a healthy transportation alternative, but also furthers New Rochelle’s progression into a city with sustainability – in every sense of the word – on its agenda.”

“Having spearheaded similar projects in various cities and municipalities across the nation, we are excited for New Rochelle to experience the benefits associated with its new bike share program, said **Carlos Pujol, CEO of P3GM**. “It speaks to the City’s energy and momentum to be pioneering the initiative in Westchester County.”

“Infrastructure projects like the bike share program are contributing to the overall growth and well-being of New Rochelle and its community members, said **City Council Member Barry Fertel**, an avid cyclist himself. “Bike New Rochelle reflects the City’s commitment to economic, environmental and social advancement and I look forward to the community’s response to the program.”

The launch of the bike share program is only the latest in New Rochelle’s unprecedented and extensive redevelopment initiative, which launched in 2015 with the signing of a Master Developer agreement with RXR Realty and allows for more than 12 million square feet of new construction including up to 2.4 million square feet of prime office space, one million square feet of retail, 6,370 housing units and 1,200 hotel rooms. More than 1,400 residential units are already underway as of 2018.

Beyond focusing on new developments, New Rochelle launched a series of partnerships and initiatives to help bolster its downtown efforts. The master plan – which includes the rezoning of 279 acres of land around the city’s downtown train station – will also introduce a new arts and cultural district into the downtown area. In addition, the plan aims to position New Rochelle as a tech leader in such sectors as information services, health tech, virtual reality and artificial intelligence. New Rochelle and the Business Improvement District (BID) announced an exciting new partnership with [IDEA \(Interactive Digital Environments Alliance\)](#), a newly formed not-for-profit organization aimed at establishing the City as the next immersive technology hub. The goal of the alliance is to provide creative space and foster an innovative environment for artists and technology entrepreneurs, while in the process developing, promoting and maintaining a vibrant new arts and technology district in the City’s burgeoning downtown area.

To learn more about New Rochelle Bike Share, visit: <https://www.bikenewrochelle.com/>.

About the City of New Rochelle

With an unparalleled location, superb quality of life, diverse and talented residents and a focused business climate, New Rochelle is experiencing the transformation of a lifetime. The City’s economic development plan will provide a spark for the entire Hudson Valley region, positioning it as “open for business” and embracing smart, transit-oriented development growth patterns. Accelerated by a new, fast-track zoning process, the new Master Development initiative will enhance the downtown area by boosting job creation, property values and private investment – while enhancing sustainability through green and energy-efficient design. Learn more at <http://www.ideallynewrochelle.com/>.

About P3GM

P3GM is a global smart city development company that provides a gateway for next-generation technology companies to implement their solutions in cooperation with cities. Through public-private partnerships, P3GM integrates best-in-class technologies and solutions across the mobility, energy, telecommunications, and out-of-home media industries. For more information visit: www.p3gm.com

About EYSA

EYSA is a Spanish company with international ambition and great experience delivering integrated mobility solutions for cities and citizens to improve their quality of life. EYSA acts in accordance with our vision of what a 21st-century city should be, based on our deep knowledge and innovative approach and true to sustainability values. Rooted in technology and innovative management models, we help connect cities and citizens within the process of transforming Smart Cities. EYSA

(www.eyaservicios.com) is backed by leading independent mid-market private equity managers Portobello Capital. EYSA is the parent company of P3GM.

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