



*Media Contacts:*

**Kimpton Hotels & Restaurants**

Sarah Horner / 202-296-0891 / [sarah.horner@kimptongroup.com](mailto:sarah.horner@kimptongroup.com)  
Faith Yi / 415-955-5430 / [faith.yi@kimptongroup.com](mailto:faith.yi@kimptongroup.com)

**KIMPTON HOTELS & RESTAURANTS AND PUBLIC BIKES DEBUT TWO-WHEEL TRAVEL**

*Leading San Francisco-based Companies Partner to Roll Out  
Nationwide Complimentary Bike Program for Hotel Guests*

SAN FRANCISCO, July 10, 2013 – Bike commuting in the United States has increased by 36% since 2005 according to U.S. Census Bureau and is still growing exponentially. From city-wide bike share programs to indoor cycling classes to bike pub crawls, U.S. cities large and small are in the middle of a bike boom and two-wheel travel is more popular than it has ever been. In response to this fast-growing trend, [Kimpton Hotels & Restaurants](#), the premier boutique hotel operator in the U.S., today announced a partnership with San Francisco-based boutique bicycle and gear company [PUBLIC](#) to design a colorful, customized fleet of Kimpton-branded bicycles. The bikes are complimentary for guests' enjoyment at all properties nationwide, in keeping with Kimpton's commitment to health, well-being and sense of fun and adventure.

The Kimpton bike will be easy to spot on the street with its custom cherry-red frame with orange and blue accents, cream tires, matching double walled rims, brass bell, and rear basket that can be filled with tasty picnic fare by Kimpton's award-winning chefs and available for purchase at each hotel. The three-speed European-inspired street cruisers, with their appealing blend of

classic design and modern, vibrant hues, make it fun to go out for a spin whether a novice or expert cyclist.

The partnership was the vision of Kimpton's newly appointed Chief Operating Officer and avid bicyclist, Mike DeFrino, who recognized the kindred qualities of the boutique bike brand. Within Kimpton, he is also affectionately known as the CBO (Chief Bike Officer).

"Biking is taking over in urban centers across the globe as a sensible way to get around town and explore new places," said DeFrino. "Biking treads lightly on the planet, which we care a great deal about. It's fun and it gets the blood pumping too. PUBLIC is a perfect partner for us because we both share the impassioned belief that design matters in everyday life and that the urban biking experience is one of the best ways to explore a city. As a bike enthusiast commuter myself, I could not be more excited to bring this complimentary perk to our guests."

"We are proud to partner with a like-minded San Francisco-based company," says Rob Forbes, Founder of PUBLIC. "Kimpton and PUBLIC share the same perspective of offering a fun, stylish product that is practical yet still cool. We want Kimpton guests to get out on the road and check out a city on two-wheels. There is no better way to explore and experience a city than from behind a bicycle handlebar."

To accompany the new PUBLIC partnership, Kimpton is also putting a spin on picnics, offering custom baskets with picnic fare created by the celebrated chefs of its restaurants and offered in the following themes: light and healthy, romantic shareables, and local flair. For example, guests could dine on a meal that includes assorted olives, caprese sandwiches and truffles accompanied

by sparkling cider; or a healthy wrap, whole fresh fruit, Chef's homemade nut mix and bottled waters, perfect for enjoying while on the go. Each basket will be inspired by the location and will feature locally-sourced goodies tucked into a basket or backpack that is easily transported on the Kimpton PUBLIC bike. Picnic dining options will be available at every hotel and available for purchase through the concierge.

Kimpton hotels across the country are rolling out a variety of two-wheel offerings and packages making it even easier for guests to experience their cityscapes by bike, such as:

### **“Bike with the GM” at Kimpton’s Hotel Monaco Washington, D.C.**

Developed by hotel General Manager Ed Virtue, himself an avid biker who rides over 30 miles to work by bike, the “Bike with the GM” program features a variety of offerings including:

- “Ed’s top 25 rides under 25 miles”: Guests can take advantage of a Garmin Edge 800 touch screen GPS loaded with Virtue’s top 25 biking excursions in the DC/VA region.
- “Race the GM”: Bikers with a competitive spirit can opt to “Race the GM” where the GPS allows you to race against Virtue’s best times for each ride. Those who beat him can choose a small reward from the front desk, ranging from protein bars and goodies to a Camelbak water bottle etc.
- “Bike with the GM” Wednesdays: Virtue invites guests to take a spin with him on Wednesdays, from 4:30pm – 5:30pm. Rides include a scenic tour of Washington’s monuments and historic sites or rides along the Potomac River or through Rock Creek Park.

### **“Urban Wine Trail” package at Kimpton’s Canary Hotel, Santa Barbara**

Kimpton's Canary Hotel provides guests self-guided ways to sip in the city and the shore. Guests can casually explore the collection of local tasting rooms on the Santa Barbara Urban Wine Trail from the seat of a Kimpton PUBLIC bike, all located within blocks of each other. The "Urban Wine Trail package" includes:

- Deluxe accommodations at The Canary Hotel
- Wine and cheese amenity upon arrival
- Maps with discounts to local urban tasting rooms

To learn more about Kimpton Hotels & Restaurants, visit [www.LifeisSuite.com](http://www.LifeisSuite.com), [www.KimptonHotels.com](http://www.KimptonHotels.com), [www.Facebook.com/Kimpton](https://www.Facebook.com/Kimpton) or [www.Twitter.com/Kimpton](https://www.Twitter.com/Kimpton).

#### **ABOUT KIMPTON HOTELS & RESTAURANTS**

San Francisco-based Kimpton Hotels & Restaurants is the leading collection of boutique hotels and restaurants in the United States and the acknowledged industry pioneer that first introduced the boutique hotel concept to America. In 1981, Bill Kimpton founded the company that today is renowned for making travelers feel genuinely cared for while away from home through fun and thoughtful perks and amenities, distinctive design at each hotel and a sincerely personal style of guest service. Out to help people live full, balanced lives, Kimpton aims to inspire with touches like yoga mats in every room, complimentary coffee and tea to start the day, hosted evening Wine Hour, in-room fitness programming and complimentary bike rentals. Kimpton's award-winning restaurants and bars are led by talented chefs and bartenders that offer guests a chance to dine like a local. Kimpton leads the hospitality industry in eco-friendly practices that span all hotels and restaurants. Kimpton is consistently ranked as one of the top companies in the Market Metrix Hospitality Index, Upper Upscale Segment, for Customer Satisfaction. The company is highly-regarded for its innovative employee culture and benefits and has been named a *Fortune* magazine "Best Place to Work" four times since 2009. Kimpton operates 60 hotels and nearly 70 restaurants, bars and lounges in 26 cities. For more information, visit [www.KimptonHotels.com](http://www.KimptonHotels.com) and [www.KimptonRestaurants.com](http://www.KimptonRestaurants.com).

#### **ABOUT PUBLIC**

PUBLIC is a San Francisco-based design-oriented bicycle and gear company. We design and sell city bikes, along with accessories to make riding more enjoyable, practical, and chic. Our European-inspired bikes ride like butter.

They come in multi-speeds in all sizes. You can dress in casual or business attire, and wear pumps, tennis shoes, or flip flops - just about anything - while riding PUBLIC bikes. And we have baskets, bags and other gear to go along with them. PUBLIC operates three Bay Area retail stores and sells PUBLIC bikes direct through its e-commerce site [publicbikes.com](http://publicbikes.com), in addition to selling through a network of bike shop dealers within North America. PUBLIC has also provided fleets of PUBLIC bikes to variety of corporate customers, including Clif Bar, Williams-Sonoma, Facebook, Meraki, and others.

# # #