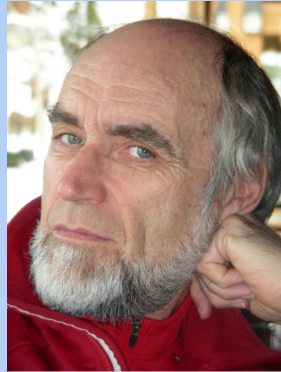




Wednesday, May 4, 2011, 6:00 - 7:30 pm

Hans-Jurgen Becker



Hans-Jurgen Becker grew up in Germany where cycling rivals soccer as the national sport and subject of conversation. Now he is unquestionably one of the Canada's influential spokes-persons concerning the health, environmental, social, and economic benefits of bike transportation.

For 19 years, Becker has been actively involved in promoting cycling from the strategic level to design of detailed, on-street bicycle facilities that address the mobility needs of people ranging from transportation to touring. He is a civil engineer by profession and when living in Ontario was appointed the co-chair of the Toronto Cycling Committee.

Logging approximately 80,000 kilometres on several bike saddles, his travels throughout Europe, North America and New Zealand now originate from his home in Vancouver where he has helped advance that city to the forefront of those adopting cycling as a preferred mode of transportation.

Becker's most significant recent accomplishment was to lead a Vancouver bid to host the world's elite transportation cycling conference, which was inspired by its Olympic experience. For the first time, Europe's Velo-City conference will be held in North America and only the second time outside of Europe.

As well as his international presence, he is a key figure in efforts to form a national commuter cycling organization.

Dutton Theatre, W R Cassel Central Library

Becker will speak on the role of cycling infrastructure to increase bicycle use and the need for social marketing to change people's travel choices.

Presented by:

