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NEW LOCAL PARTNERSHIP OFFERS BIKE RENTALS AT OHIO UNIVERSITY

Ohio University will offer mountain bike rentals to students and community members for the first time ever, beginning on February 5, 2024. Ohio University's Outdoor Pursuits Program and the nonprofit arm of the Outdoor Recreation Council of Appalachia (ORCA), manager of the Baileys Trail System, entered into a partnership agreement on September 23, 2022 to collaborate on offering mountain bike rentals to the region. Mountain bikes will be available for rent at the Charles J. Ping Recreation Center on Ohio University's Campus near the Hockhocking Adena Bikeway.

ORCA's nonprofit partner, the Athens-Wayne Outdoor Asset Development Corporation (AWOADC) opened their mountain bike rental in August of 2022. The bike rental is located at their office in Chauncey, less than a mile from the Chauncey-Dover Park Trailhead of the Baileys Trail System. The bike rental is currently closed for the season, as the Baileys Trail System will remain closed to cyclists until mid-April. As a 501(c)(3) nonprofit organization, the AWOADC establishes revenue generating social enterprises enabling ORCA to successfully maintain world-class recreation assets like the Baileys Trail System.

The partnership expands mountain bike rental opportunities by serving visitors of the world-class Baileys Trail System with pickup in Chauncey, as well as Ohio University students, local residents, and visitors, with close access to the Hockhocking Adena Bikeway. With their existing outdoor recreation equipment rental program, OHIO Outdoor Pursuits' offers extended hours, a central Athens location, and a staff of more than 30 to manage the fleet.

"Outdoor Pursuits could not be more excited about this opportunity to partner with ORCA through the mountain bike rental program," said Cody Lennon, Assistant Director of Outdoor Recreation and Education at OHIO. "We see a lot of potential in the program to put resources back into the trail system, while also fostering an appreciation for outdoor recreational opportunities in Appalachia among Ohio University students and the greater Athens community."

Local residents in southeast Ohio as well as students can access a 35% discount on bike rentals, including full and front suspension models, at either location by showing a proof of address or student ID. With pricing well below average for quality mountain bike rentals, the organizations aim to lower the barrier to entry for the sport of mountain biking so more individuals can enjoy the variety of trail systems the region has to offer. Revenue from the bike rentals will assist both organizations in sustaining operations and achieving their mission and vision.

Jessie Powers, ORCA's Executive Director said. "We are thankful for this partnership and excited by the opportunity to expand access to the sport in the region. If anyone out there is interested getting into mountain biking, definitely check out some of our beginner trails at the Baileys Trail System!"

To learn more about ORCA's mountain bike rental program, visit <https://baileystrailssystem.org/bike-rentals/> To learn more about Outdoor Pursuit's mountain bike rental program, visit <https://www.ohio.edu/recreation/outdoor/equipment-rental#Outdoor-Pursuits-Equipment>

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