



*For Immediate Release*

## **SPECTRA BY COMCAST SPECTACOR SELECTED AS EXCLUSIVE CORPORATE PARTNERSHIP SALES FIRM FOR KANSAS CITY BIKE SHARE**

**Philadelphia, PA (June 16, 2017)** – Kansas City BCycle has hired Spectra by Comcast Spectacor, an industry leader in sports and hospitality, as the exclusive corporate partnership sales firm for its growing bike share system. Through this long-term arrangement, Spectra will develop and execute an integrated sponsorship program in order to drive revenue for Kansas City BCycle.

Bike Share systems across the country have evolved into an exciting and effective vehicle for companies to market themselves in a way that transcends traditional sponsorship and advertising. These systems possess brand attributes that promote a positive environmental impact through their sustainability, health and wellness benefits for the consumer and enhancement of urban living, all of which is increasingly attracting millennials.

“Corporations are looking to associate themselves with clean, innovative and environmentally-friendly programs that promote healthy, active lifestyles, decrease traffic, and improve the quality of living in a community,” said Bryan Furey, Sr. Vice President, Corporate Partnerships at Spectra.

Spectra is excited to partner with Kansas City BCycle, a program of BikeWalkKC, as they have distinguished themselves as a leader in the enhancement of communities across the greater Kansas City region through their thriving bike share program.

"BikeWalkKC is excited to partner with Spectra as we work to further expand the Kansas City BCycle program across the Greater Kansas City region", said Executive Director Eric Rogers. "Together, we will build innovative new partnerships, provide expanded access to the benefits of cycling, and advance the Kansas City region's growing reputation as an excellent place to live, work, and play."

Earlier this month, Kansas City BCycle announced plans to expand the program that originally launched in June 2012 to include three new stations in the City of North Kansas City, which brings the program to a total of 33 stations and 170 bikes with plans to expand again later this summer. An estimated 16,700 members who use the system regularly took trips in 2016.

Spectra is leading the industry in selling sponsorships to bike share programs across the country, exclusively representing six major U.S. markets and serving 35 million people across Philadelphia, Los Angeles, San Antonio, Houston, Baltimore, and Kansas City. Spectra offers a multitude of partnership opportunities to the bike share programs it represents, such as: naming rights sponsorships; official, presenting and exclusive category sponsorships; geo-targeted station sponsorships; promotional partnerships and more.

In addition to Spectra's Corporate Partnerships work with Kansas City BCycle, the company also specializes in providing Venue Management and Food Services & Hospitality to sports arenas, stadiums and convention centers. In Kansas, Spectra provides Venue Management and Food Services & Hospitality to the Tony's Pizza Events Center in Salina, and Venue Management to the Overland Park Convention Center in Overland Park. Nearby, Spectra also provides Venue Management, Food Services & Hospitality and Corporate Partnerships to the Silverstein Eye Centers Arena in Independence, Missouri.

**About Comcast Spectacor**

Comcast Spectacor is part of Comcast Corporation, a global media and technology company that operates Comcast Cable and NBCUniversal. Headquartered in Philadelphia, Comcast Spectacor's three core businesses are the National Hockey League's Philadelphia Flyers, the Wells Fargo Center Complex, and Spectra, a leader in hosting and entertainment services specializing in Venue Management, Food Services & Hospitality and Corporate Partnerships. Spectra provides its services at over 300 public assembly facilities in the United States, Canada, and in Singapore. Visit us at [ComcastSpectacor.com](http://ComcastSpectacor.com) for more information.