



**PRESS RELEASE**  
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**BIKE SHARE PROGRAM RECEIVES \$1,000 FROM PREVAIL BANK**

(Wisconsin Rapids) Prevail Bank donated \$1,000 to the Wood County Health Department to support the Bike Share program it established in 10 locations across the communities of Wisconsin Rapids and Marshfield.

The River Riders and Marshfield Community Bike Share program is open to the public; anyone can utilize a bike. At the beginning of every bike riding season, bike share locations are evaluated and established in areas where affordable public transportation is minimal and where they would be utilized most often.

“The bike share program is very economical and potentially the only form of transportation for some individuals,” said Hannah Wendels, Bike Share Program Manager. “It costs \$1 per hour to ride one of our bikes – be it a trip to a grocery store, a ride along a recreational trail, or to a medical appointment – and the first hour is free! We also have the ability to provide an individual with a code to bypass the cost, if so needed.”

Through GPS tracking technology, Wendels can see the length of time and frequency an individual checks out a bike. The tracking helps validate the value of the program and that local transportation needs are being met. The 2022 season had a total of 851 rides documented; 576 of those rides were with the River Riders Bike Share program in Wisconsin Rapids. The remaining 275 rides were with the Marshfield Community Bike Share program.

The Charitable Contributions program of Prevail Bank is available for local non-profits that help local people in need, especially those with low-to-moderate incomes; stimulate communities financially; and/or enhances the standard of living of those less fortunate. If an organization is interested in applying for funds for a major initiative, go to: [Prevail.bank/resources/community](http://Prevail.bank/resources/community).

“We’re a community bank that is passionate about economic development, financial stability, and the welfare and growth of individuals, families, and businesses,” said Taylor Doescher, Prevail Bank Branch Manager.

Seventeen (17) other nonprofits were awarded donations this fall by Prevail Bank’s Charitable Contributions Committee. Those organizations included The Children’s Museum of Eau Claire, the Boys & Girls Clubs of the Greater Chippewa Valley, HAVEN, Inc. (Merrill), Central Wisconsin’s Children’s Museum (Stevens Point), Taylor County Supportive Housing, Inc. (Medford), Friends of the Old School, Inc. (Owen), Stevens Point Fire Fighters Charitable Foundation, Santa’s Elves Foundation (FiField), Keep Area Teens Safe (KATS) (Wausau), the City of Medford in support of a downtown revitalization project, United Way of the Greater Chippewa Valley, Marshfield Area United Way, United Way of South Wood & Adams Counties, Sandbox Child Care & Preschool (Medford), Medford Area for Tomorrow, Inc. (MATI) in support of a new park stage, The Personal Development Center, Inc. (PDC) (Marshfield), Wood County Health Department (Wisconsin Rapids) in support of its Bike Share Program, and The Farming for the Future Foundation (Stevens Point).



**PHOTO CAPTION:**

Prevail Bank donated \$1,000 to the Wood County Health Department to support the Bike Share program it established in 10 locations across the communities of Wisconsin Rapids and Marshfield. Pictured is a sunrise photo of the River Riders Bike Share location at White Sands Beach - Lake Wazeecha. This is the most popular (bike utilization) location year after year. Bike share locations are evaluated and established in areas where affordable public transportation is minimal and where they would be utilized most often by the public. For some individuals these bikes are their only form of affordable transportation.