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Red Bike lands major sponsor

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Dr. [Rick Lofgren](#), CEO of **UC Health**, pedaled a red bicycle outside Great American Ball Park before yesterday's Cincinnati Reds game. The UC Health logo adorned the Cincy Red Bike as well as the 262 others in the bike-sharing system.

Lofgren said UC Health, which includes the University of Cincinnati Medical Center and several other hospitals, signed on as the first corporate sponsor of Cincy Red Bike.

"UC Health is committed to improving the overall health of our community, and what better way to get to the stadium than on a Red Bike to support our Cincinnati Reds on Opening Day," Lofgren said.

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[Jason Barron](#), executive director of Cincy Red Bike, declined to reveal how much UC Health agreed to pay to promote its brand through the three-year sponsorship deal.

"I pitched it to them," Barron said. "We met with UC Health and Dr. Lofgren. It was kind of an instant match. This was something they were very interested in."

More corporate sponsors are being sought, Barron said.

Cincy Red Bike [launched Sept. 15](#), thanks to a total of \$1.7 million in grants from the city of Cincinnati, UC Health, Interact for Health, the Ralph V. and Carol Ann Haile Jr. U.S. Bank Foundation, Procter & Gamble Co., Duke Energy and the Otto M. Budig Family Foundation.

Red Bike now has 33 stations throughout town, including one outside the ballpark at the

intersection of Second and Main streets (also known as Joe Nuxhall Way). A station will be added to the UC Health campus in Corryville this summer, Barron said. Each station has 13 docks for bicycles, which rotate throughout the system.

To celebrate the sponsorship deal, Leslie Maloney, president of the board of Red Bike and senior vice president of the Haile U.S. Bank Foundation, joined Lofgren in cycling outside the ballpark during a 3 p.m. press conference.

Red Bike has about 680 members, and the system has logged more than 22,000 rides, Barron said. Annual passes cost \$80, which covers unlimited 60-minute rides. Rides longer than that cost extra (\$4 for each additional 30 minutes).

Brunsmann covers Procter & Gamble Co. and health care.