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Bird Scooters Arrive in Gardner

Leading Micro-mobility Company Will Launch Pilot Program on June 28, 2023

Gardner, MA – July 5<sup>th</sup>, 2023—The City of Gardner and Bird, a leader in environmentally friendly electric transportation, have teamed up to bring shared e-scooters to the city starting on June 28, 2023. Gardner is the third city in Massachusetts that Bird will be partnering with, following successful programs in Pittsfield and West Springfield.

Bird is a leading micro-mobility company that aims to make cities more livable by reducing car trips, traffic congestion and carbon emissions, all of which contribute to over a quarter of greenhouse gas emissions in the U.S. The company's scooters provide a safe, eco-friendly way to get around and offer residents without cars or with limited access to public transit a reliable, convenient transportation option. Along with transit benefits, according to a recent Emory University study, e-scooters have also been shown to increase the amount of spending in a city and spur significant foot traffic and economic activity for area businesses.

**Mayor Nicholson** extended his feelings for the launch of Bird in Gardner, "I'm really excited to see this new business come to Gardner and am looking forward to seeing people have a new way to get around the City. With the amount of growth that we've already seen in the last few years here in Gardner and what we are expecting in the near future, it's great to see us have more options for our residents to use to get out and about as they travel."

"Bird is thrilled to partner with the city of Gardner to offer convenient, affordable transportation options to residents and visitors," said **Lauren Scribi**, Senior Manager, Government Partnerships at Bird. "Bird e-scooters play an important role in spurring downtown economic activity and reducing greenhouse gas emissions for communities across Massachusetts."

Bird is proud to offer a number of features and benefits to make Bird scooters accessible to all riders, including its Community Pricing Program, where riders receiving state or federal financial

assistance, veterans, and senior citizens receive a 50% discount as well as select local nonprofits and community organizations.

Located in over 300 cities and universities globally, Bird continues to work in close partnership with communities across Massachusetts interested in eco-friendly, affordable micro-mobility options for residents and visitors. For more information about Bird, please visit [www.bird.co](http://www.bird.co).

"The availability of Bird scooters in Gardner helps to make our community environmentally friendly and provides another sustainable option for transportation. The use of scooters also reduces our carbon footprint locally. I'm glad that our City is participating in such efforts" said **City Council President Elizabeth Kazinskas**

Bird is an electric vehicle company dedicated to bringing affordable, environmentally friendly transportation solutions such as e-scooters and e-bikes to communities across the world. Founded in 2017 by transportation pioneer Travis VanderZanden, Bird now operates fleets in over 300 cities and universities globally. Bird partners closely with the cities in which it operates to provide a reliable and affordable transportation option for people who live and work there. Gardner is excited to have a bright future with Bird to bring such an economically viable mode of transportation to the city.

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