



Tern is dedicated to the goal of sustainable transportation and designs and manufactures bicycles for urban transport. The company has corporate offices in Taiwan, the United States, China, Finland, and the United Kingdom. Tern donates at least 1% of net profits every year to social and environmental causes.

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News Release

For immediate release

Tern Bicycles Sponsors Los Angeles Bicycle Coalition Firefly Ball, Helps Light Up Los Angeles

Los Angeles - October 27, 2014 - The largest bike advocacy nonprofit in California, The [Los Angeles County Bicycle Coalition \(LACBC\)](#), is hosting their inaugural Firefly Ball at the Farmers and Merchants National Bank on Thursday, October 30 from 6 to 9 p.m. The ball will be a light-filled evening with art, music food and drink, and a Tern Bicycle giveaway for attendees.

The Firefly Ball is hosted to help raise funds for LACBC's Operation Firefly, which works to provide bicycle lights and bike safety education in urban communities. In California, front facing white lights with side, back and pedal reflectors are required by law while riding at night.

“Proper lighting and bike safety knowledge are crucial for all cyclists, especially Angelenos,” said Steve Boyd, board member and CEO of Tern Bicycles. “We hope that by going to urban neighborhoods and explaining the importance of bike safety everyone can continue to enjoy cycling.”

The Firefly ball will kick off with a cocktail hour in the Fourth Street gallery space adjacent to the Merchants Bank,



the evening will begin with a silent auction of both cycling and non-cycling related prizes and packages including food, wine, unique getaways, and a Tern Bicycle.

Following the cocktail hour, attendees will move to the Farmers and Merchants National Bank in the storied Old Bank District for dinner and the awards portion of the program. Tickets can be purchased on the [Firefly Ball's website](#).

In only its second year, Operation Firefly has doubled its distribution from 500 in 2013 to 1,000 in 2014, with a goal of 2,000 for 2015. More information about the Firefly Ball, Operation Firefly and LACBC can be found [here](#).