

# CHICAGO ARCHITECTURE FOUNDATION

## FOR IMMEDIATE RELEASE

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## **Divvy merchandise now available exclusively at the Chicago Architecture Foundation Shop**

*CAF partners with popular bike-sharing system to design and introduce unique new product line*

Chicago, Ill.— The Chicago Architecture Foundation (CAF) has partnered with Divvy to offer original branded merchandise exclusively through the CAF Shop. The products are designed by CAF and include hooded zip-up sweatshirts, t-shirts, plastic bottles, stainless steel thermal bottles and keychains.

“We are committed to offering collections in our shop that express a strong local connection to Chicago’s rich urban culture and resonate with Chicagoans and tourists alike,” said Eric Huck, Director of Merchandise and Specialty Sales at Chicago Architecture Foundation. “The chance to design and carry merchandise for an iconic Chicago brand like Divvy is a great opportunity for CAF to show our support for a local business that does so much to help people engage with the city.”

The stylishly designed products are quintessential Chicago souvenirs and the perfect gear for any bike rider venturing around the city.

“We’re excited to offer our members and fans gear to show their Divvy pride,” said Elliot Greenberger, General Manager of Divvy. “Both Divvy and CAF have a common goal in helping locals and visitors explore and experience everything the city has to offer, and we’re thrilled to partner with such a vibrant cultural institution as CAF.”

Additionally, to celebrate the partnership and holiday season, Divvy will release their fully reflective, candy cane striped bike, #HOLIDIVVY. Lucky Chicagoans who spot the bike before the end of December could be rewarded with CAF Divvy merchandise when they post a photo of the bike on Twitter, Facebook or Instagram with the hashtag #HOLIDIVVY. Two winners will be selected each week from the best photos.

Proceeds from the CAF Shop support CAF’s numerous youth education programs. The Divvy product line is currently available at the CAF Shop at 224 S. Michigan Ave., and can be purchased online by visiting [architecture.org/divvy](http://architecture.org/divvy). Photos and additional information are available upon request.

**About the Chicago Architecture Foundation**

*The Chicago Architecture Foundation is a nonprofit organization dedicated to inspiring people to discover why design matters. CAF pursues this mission through architecture tours, exhibitions, panel discussions, and youth and adult education programs. For further information visit [www.architecture.org](http://www.architecture.org) or call 312.922.3432.*

**About Divvy**

*Divvy is Chicago's bike share system, giving residents and visitors access to thousands of bikes at hundreds of stations across the city. Intended to provide an additional transportation option for getting around, Divvy is convenient, fast, fun and affordable. Divvy has added 175 new stations this year and is now the largest bike share system in North America based on the number of stations and the size of our service area in North America, thanks in part to the support and exclusive system sponsorship by Blue Cross Blue Shield of Illinois. For more information and a map of station locations, visit [DivvyBikes.com](http://DivvyBikes.com).*

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