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Local gummy vitamin company sponsors Vancouver public bike share's launch of e-bikes - and offers fun challenges to encourage users to ride!

Herbaland supports Mobi by Shaw Go's ebike launch to promote sustainable travel in the Vancouver community

Herbaland, the first gummy vitamin brand to go compostable, works with local programs to encourage alternative, eco-friendly modes of transportation.

Mobi by Shaw Go's new e-bikes bikes will allow passengers to go further and faster than before while still providing a sustainable method of travel. Mobi will be releasing 500 new e-bikes in August, bringing the total system size to 2,500 bikes and 250 stations. 100 of these bikes will be sponsored by Herbaland and will have brightly colored Herbaland branding.

E-bikes offer healthy, low cost, energy efficient, and emission-free transportation. They are a sustainable mode of transportation and part of the solution in reducing transportation emissions, the single largest source of greenhouse gas emissions in the region.

"We are excited to partner with Vancouver Bike Share for the launch of e-bikes and help support more eco-friendly transportation options in our hometown of Vancouver! Sustainability is so important to us, and as the first gummy vitamin brand to launch fully compostable packaging, we are always looking for more ways to have a positive impact on our people and our planet. We want to encourage people to take small steps towards sustainability, because many small steps lead to big change" says Aisha Yang, Co-Founder and Director of Herbaland.

Along with sponsoring Mobi by Shaw Go's new e-bikes, Herbaland will be engaging with their community by providing fun challenges to encourage people to ride the new e-bikes and choose more sustainable modes of transportation. With every photo submission with a Herbaland e-bike, riders will receive a Herbaland gift card. Herbaland will also be providing a bike tour map of Vancouver for those who are looking for a fun weekend activity. Find out more here <https://www.herbaland.ca/pages/mobi-bikes>.

About Herbaland

Herbaland Naturals takes both sustainable and restorative actions to support the health of people and planet. As the first vitamin gummy brand to go compostable, they have gone one step further and made a commitment to plant one tree for every pouch that is sold, with a long term goal of planting 2.5 million trees by 2025. By switching to compostable packaging, Herbaland will divert over 60,000 bottles (2 tons of plastic) per year from landfills which will drastically reduce their carbon footprint and has helped them earn a Climate Smart certificate. Founded in 2009, Herbaland is a Vancouver-based and CAMSC certified minority and diversity-owned company. As a 50% women-founded and owned company, Herbaland is very proud that its diverse team comes from over 27 different countries across the world.

About Mobi

Mobi by Shaw Go is Vancouver's public bike share program. Their specially designed, sturdy and durable bikes can be unlocked from one station and returned to any other station in the system. With 2000 bicycles at more than 200 stations, Mobi by Shaw Go has become an essential part of Vancouver's transportation network. The addition of 500 e-bikes will support the increasing demand for sustainable and low cost transport.