

# **LISA M. LAKE**

## **Executive Director Bike Florida**



After a lifetime of cycling in other parts of the country, Lisa moved to Florida in 2010 and found herself cycling more than ever due to the weather and the amazing pedestrian/bike trail system in Florida. Most of her career was spent as an event planner for non-profits and in 2020, she joined Bike Florida as assistant director. Lisa was put in charge of event planning for Bike Florida's resurgence from COVID. She became Executive Director in 2021.

After COVID, Lisa helped to guide Bike Florida to become more inclusive and community minded. They began running tours across the state on the Florida Coast-to-Coast Trail (from St. Petersburg to Titusville) in efforts to call attention to the trail and its many features, help in the effort to see the trail finished, and most of all: to promote safe biking for all kinds of cyclists. They now lead 500+ people over the Coast-to-Coast trail during their tour season (October – April) and have added tours elsewhere in the state to promote other trails.