

## BUSINESS FACTSHEET

### What is Love to Ride?

Love to Ride is a fun, free online platform which supports individuals, workplaces and communities to ride their bikes. Using behavior change principles, we educate, incentivize and run campaigns to support more people to ride - whether for fun or transportation!



### Benefits of joining Love to Ride



**Be a bicycle friendly business** - It doesn't matter if they are in the office or working remotely, you can create a community for biking at your business. A workplace profile page will give you access to stats, goal setting, Quick Courses, tips, articles



**Win Prizes** - As part of our year-round platform, we run a number of campaigns where riders can win prizes for riding their bike as well as encouraging their friends, family and co-workers to join in



**Benefit your community** - Love to Ride helps communities measure their impact and collect data. This can be used to inform better infrastructure decisions that will directly support your staff and their families to bike more



**Create a happier, healthier workforce** - Bike commuters take half the sick leave of their non-biking co-workers. It also dramatically reduces their chances of heart disease, cancer and premature death by up to 40%



**Show your impact** - You can track your CO<sub>2</sub> savings, collective mileage, level of staff participation and more through your Love to Ride profile

Register today at [lovetoride.net/tampabay](http://lovetoride.net/tampabay)

