

# LOVE TO RIDE FLORIDA CHALLENGE



Oct 29 - Nov 30, 2021

The challenge is a fun, free statewide competition for individuals and organizations to get more people riding bikes.

The **Love to Ride Florida** challenge kicks off with Mobility Week on Friday, October 29, 2021, and continues through the end of November.

Individuals, social groups, and workplaces can all participate, with a competition for the top spots on statewide leaderboards. For this competition, miles aren't the only way to win. In fact, riding for as little as ten minutes is a great place to start!

## Here's how your organization can support the Love to Ride Florida challenge

1

Register to participate as an individual at [lovetoride.net/tampabay](https://lovetoride.net/tampabay)



2

Register your workplace to encourage your co-workers to participate. Create or join a club to encourage your friends to participate.



3

Share resources from the promo kit with others in your network to encourage them to sign up, too! [lovetoride.net/tampabay/pages/info](https://lovetoride.net/tampabay/pages/info)



4

Spread the word by posting photos and stories on the Love to Ride website and on your organization's social media channels



5

Sweeten the pot of prizes by donating additional incentives to be awarded as part of the Love to Ride Florida challenge!



The Love to Ride Florida challenge is made possible by Mobility Week, a statewide celebration of making smart, efficient, and safe transportation choices. Learn more at [www.MobilityWeekFL.com](https://www.MobilityWeekFL.com) or email [contact@MobilityWeekFL.com](mailto:contact@MobilityWeekFL.com).