



RALLY
YOUR TEAM
AND
RIDE!

AUSTIN BIKE CHALLENGE
BIKETOBER

Austin Bike Challenge - Biketober October 1-31, 2018

**Thanks for helping to spread the word about the
Austin Bike Challenge – Biketober!**

To help make it easy, here is some text and images for you.

Press Release/Blog Content

Biketober is Coming to Austin!

The United Nations recently recognized the humble bicycle, which celebrated its 200th birthday last year, with World Bike Day on the 3rd of June. The UN wants to celebrate and promote the bicycle because it is increasingly being seen as a silver bullet to solve several twenty-first century problems, including air pollution, congestion, obesity and heart disease.

To help unlock the many benefits of the bicycle, the Austin Bike Challenge – Biketober is coming this October! Biketober, powered by Love to Ride, is a fun, free competition to get more people cycling.

Biketober is based on a team challenge format, which has engaged over 300,000 people globally. To participate, folks can register at www.lovetoride.net/austin – which only takes thirty seconds – and enter their rides manually or by linking a cycling app (Ride Report, Strava, MapMyRide or Endomondo). The site enables members to set their goals, track their mileage, earn badges, share photos and encourage others to ride, as well as allowing workplaces to incentivize their staff to ride and monitor cycling participation at their sites.

The aim of Biketober is to help people enjoy the fun and freedom of cycling and access the support they need to ride for transportation. Find out more and register at www.lovetoride.net/austin.



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Draft Email

Please feel free to adapt for the audience

Subject: Take part in Biketober!

Hi all,

Austin is gearing up for the Austin Bike Challenge – Biketober and you're invited to take part!

There are a host of great prizes that you can win by enjoying the ride during the challenge, including bike gear, gift cards, and adventures.

Biketober is a fun, free team-based competition. Your team (of up to 8 people) will compete against other teams to see who can earn the most points in October by riding and encouraging others to ride, too.

Your team will compete against 9 other teams in your Pool (e.g. Pool A, Pool B, etc.). This gives you a great chance of coming 1st, 2nd or 3rd in your Pool. Learn more here: www.lovetoride.net/austin.

Get involved - it takes just 1 minute to register. Go to www.lovetoride.net/austin and click “Register” at the top of the page (or login if you've taken part in a challenge in the past). You can easily connect with Ride Report, Strava, or another app!

Thanks,

Marketing Materials

At the following link, you'll find a zip folder containing a poster, flyer, images sized for social media and web/email banners (below) for you to use:

[Access all marketing files here](#)





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Social Media Text

Here are a few suggested social media posts – but feel free to jazz it up or tailor to your audience!

- Rally your team for Biketober! Get a team of up to 8 friends/co-workers together & ride for glory in October – www.lovetoride.net/austin
- Win great prizes by riding your bike! Enjoy riding in October for Biketober to go into the drawing. Sign-up! www.lovetoride.net/austin
- “Mirror mirror on the wall, who are the greatest riders of them all?” “{insert-your-Challenge-team-name} of course!” www.lovetoride.net/austin

Questions? Contact:

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