

BIKE MONTH 2021

PROMOTIONAL PACK

LOVE TO RIDE

BIKE MONTH

LET'S RIDE!



May 2021



Get ready
to ride

Everyone can
join in

Free to
take part



Register at lovetoride.net



@lovetoride.net



@lovetorideglobal




@lovetoride_



LOVE TO RIDE

About this Promo Pack

This promo pack is a tool to help you promote the Bike Month Challenge within your organization and your local area. In this toolkit you'll find general information, resources, frequently asked questions, and images and messages to encourage bike riding. Just click each heading below to jump to that page 

- [What is the Bike Month Challenge?](#)
- [What's in it for your workplace?](#)
- [You're a Champion, what does that mean?](#)
- [Spread the Word!](#)
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What is the Bike Month Challenge?

Bike Month is a national celebration of biking and Love to Ride is running a fun competition between communities and workplaces to see which can get the most staff, friends and family to ride a bike during May.

It's not about who can ride the most miles, but about encouraging as many people as possible to set themselves biking goals and ride for health, happiness and fun.

Here's what you need to know:

- **Everyone can join in** – from regular riders to people who haven't been on a bike in years (or ever!)
- **Individuals only have to ride for ten minutes** to go into the drawings for prizes and help their organization climb the leader board (long enough to experience the joy of riding a bike and overcome some mental barriers to riding, and short enough to be an easy first step to taking-up riding).
- **Earn points by riding and encouraging others** – the organizations which earn the most in May will win in industry and size categories.
- **Spread the love** - encouragement is at the core of the Bike Month Challenge and we want people to invite their co-workers, friends and family to take part
- **There are some amazing prizes to be won** by participating and encouraging others to rediscover riding
- **The Bike Month Challenge is based on a tried and tested challenge model** – we've engaged over 570,000 people worldwide, including 132,000 'new riders' (people who haven't ridden a bike or have only ridden a few times in the 12 months prior to registration)

What's in it for your workplace?

There has never been a better time to promote riding a bike! Now more than ever, it's important for us all to enjoy activities that are good for our physical and mental health and keep us connected with the world around us.

As people look for new ways to approach their health and impact on the environment, the Bike Month Challenge provides them with a fun platform to engage with other riders, as well as tips and guidance no matter if they are new riding or looking to ride more frequently.

				
HEALTHIER & HAPPIER STAFF	VIRTUAL & FREE	SUPPORT MENTAL HEALTH	BE SUSTAINABLE	ENHANCE REPUTATION
Healthier & happier workers = fewer sick days & increased productivity	An entirely free and virtual programme whether staff are working from home or the office full time, part time or casually	Staff can increase physical activity and improve their wellbeing while connecting with colleagues and friends online	Contribute to lower carbon emissions, improved air quality, reduced noise pollution, and help ease congestion	Responsible leadership and safeguarding of employee health and wellbeing

I'm a Workplace Champion - what does that mean?

It means you are awesome! As a Champion, you have access to additional admin functions on the Love to Ride website. You can upload your organization's logo, remove members and edit your organization's details.

What can I do to rally my team?

Your focus will be to encourage your co-workers to join your workplace profile and help engage other riders. You can send them inspirational messages, remind them to record their rides, and motivate them to keep riding! Here are some tips to help you do this:

- **Get in touch with regular riders** - Who already rides? These are the first people to talk to about the Challenge and invite them to register. The website is a great tool for them to record their cycling and set personal goals, plus it integrates with the ride-logging apps they'll already use. They'll help you get more people involved.
- **Talk to people** - Remember, all they have to do is ride a bike for at least 10 minutes for fun, exercise, transport or to work during May. These rides can be anytime and anywhere!
- **Get your managers on board** - Ask them to register and help set an example. If they are taking part, others will too. This can be a great way to team build with an activity away from their desks.
- **Announce at meetings** - Show people the website, prizes, goal features and get them registered. The more people involved, the more fun it will be.
- **Connect with those who can share the message** - Speak with your HR, sustainability, wellbeing, health and safety or internal communications leads who can help use their skills and channels to share the message.

- **Put up posters** - Make sure everyone knows about Bike Month. Put up posters around your workplace, on community boards and in your local grocery stores. You could even share the digital poster via email, Slack/Teams, or your intranet. [Download the poster here](#).
- **Make your own flyer** – If you can't put up flyers you can always leave some flyers on people's desks or in common areas. There's even space on the back for you to add your own message to get your team fired up. [Download the flyer here](#).

Spread the word!

Anyone can help spread the word, not just Champions!

You can start sharing details of the Bike Month Challenge right away. We've provided some templates to get you started below, but you can mix it up and add your own words as well. We'll be updating our [resources page](#) closer to the time with more images, gifs and other fun things to share!

Email to co-workers

Send this email to your co-workers, friends and family. Why not connect with your internal comms, HR or sustainability lead to help and make the biggest impact possible.

Subject: Win prizes just for riding a bike!

Hey team,

There's never been a better time to enjoy all the benefits of riding bike! May is Bike Month and we'd like to invite you all to get out and enjoy some nice bike rides.

We're also taking part in the Bike Month Challenge - a fun, free competition where we're competing to see which workplace and departments can get the most people to try cycling. There are loads of prizes that you can win by riding and encouraging your friends, family as well as co-workers.

Riding a bike is a great way to ensure you are getting enough daily physical activity, boost your mood and your immune system and an easy and fun way to travel from A to B.

If you haven't ridden in years, don't worry! You only have to ride a bike for 10 minutes for your participation to count towards our team's score. Ride anywhere, anytime during the Challenge (doesn't have to be a trip to work!).

If you already ride - you already know how enjoyable riding is and how good it makes you feel. So, here's your chance to get your workmates to experience how easy and enjoyable riding can be.

Get involved, it only takes 30 seconds to register. Go to lovetoride.net/usa and click 'Register' at the top of the page, then join our team!

Give it a go and help us pedal our way to victory!

Thanks

Short Messages

These short and sweet messages are perfect to share via text message or drop into a Slack or Teams conversation. Just copy, paste and send. Easy!

Hi, I'm signed up for the Bike Month Challenge.

Riding your bike, for even 10 minutes, will start you earning points to go into the prize drawings!

Join in for free at lovetoride.net/usa

Hey team,

Are you ready for Bike Month? 🚲

Did you know that one short bike ride will reduce your stress, increase your energy levels and make you happier!

During the Bike Month Challenge, riding your bike (and encouraging others to ride theirs) will also earn you entries into some great prizes drawings.

Register for free at lovetoride.net/usa

Join me and sign up for the Bike Month Challenge. Riding a bike can help:

- 🔗 Boost your mental health, helping to make you feel happier and more connected to your surroundings and less prone to depression than other forms of transportation
- 🔗 Reduce stress and anxiety - any form of physical activity is good for reducing stress. Biking can help take your mind off problems and give you a chance to think about things calmly
- 🌱 Make an impact on your environment – reduce your carbon footprint by keeping the car at home

Register for free at lovetoride.net/usa

Intranet / Blog Content

Title: Bike Month Challenge is here!

May is Bike Month and this year we're joining a fun challenge to get more people on bikes and spread the joys of biking.

There's never been a better time to enjoy riding a bike! It's a good way to ensure you are getting enough daily exercise as well as an easy and safe way to travel from A to B while avoiding traffic. Riding a bike can help:

- 🚲 Boost your mental health, helping to make you feel happier and more connected to your surroundings and less prone to depression than other forms of transportation
- 🚲 Reduce stress and anxiety - any form of physical activity is good for reducing stress. Biking can help take your mind off problems and give you a chance to think about things calmly
- 🌱 Make an impact on your environment – reduce your carbon footprint by keeping the car at home

For the Bike Month Challenge it doesn't matter if you ride every day or if you haven't been on a bike in years. You only have to ride for ten minutes to take part. We'll be starting some friendly competition with other local organizations. There are some great prizes to win too! So how does it work?

- Register for free at lovetoride.net/usa
- Start logging your bike rides to earn riding points.
- To score big and climb the leader boards, earn encourager points. Encourage your friends and family (not just co-workers) to register and log a ride. If they add you as their encourager, you'll score 50 or 100 points.
- More points mean more chances to climb the leader boards and win prizes!

Register for the Bike Month Challenge now and let's get riding!

lovetoride.net/usa

Riding points		
1 mile	=	1 point
1 day	=	10 points
Encourager points		
1 existing rider	=	50 points
1 new rider	=	100 points

Social Media

Love to Ride's main channels are Facebook (facebook.com/lovetoride.net), Instagram (@lovetorideglobal) and Twitter (@LovetoRide_). Please follow us and tag us to stay up to date and share your stories!

Here are some of our top social media tips:

- Always include the URL lovetoride.net/usa
- Always use an image or video (see images provided, local photos are encouraged) - images for social media will be on our [Resources page](#)
- Amplify your reach by tagging in relevant local feeds with large audiences and don't be shy: direct message influential local feeds and ask them to repost content
- Keep it short and sweet with some emojis 🚲
- For Twitter and Instagram, always use the hashtag #BikeMonth and #LovetoRideGlobal where appropriate you can use another hashtag too, e.g. #MondayMotivation #FromWhereIRide #OutsidersFree etc.

Check out the next few pages for some posts with images and text **ready for you to copy and paste**.

All the image files are in this promo pack folder so feel free to use them with your posts! If you like GIFs, you will be able to find some of our favorites on [the Resources page](#)!



🌟🚲 There's never been a better time to enjoy riding bike! It's a good way to ensure you are getting enough daily exercise, boost your mood and your immune system and an easy and fun way to travel from A to B while avoiding traffic.

Join us for the Bike Month Challenge and go into the drawing for some amazing prizes. Find out more and register in 30 seconds at lovetoride.net/usa

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✅ Register, 🚲 Ride, 🌟 Encourage and reap the rewards! Register for the Bike Month Challenge at lovetoride.net/usa

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Have you been on a bike during May? Great! Sign up for the Bike Month Challenge and log your ride to go into the drawing to win some amazing prizes like new bikes, awesome bike bags and more! Jump onto lovetoride.net/usa to join the fun!

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Are you ready to roll for the Bike Month Challenge? It's not just a bike ride - get fitter, be happier, save the planet Register at lovetoride.net/usa

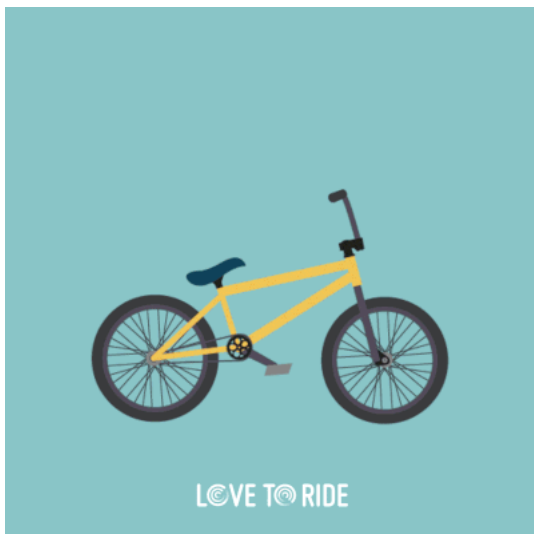


It's Bike to Work Day on Friday, May 21 🇺🇸🚲

Not everyone can bike to work right now, but don't let that stop you! Take the opportunity to encourage co-workers that might not be used to biking to take a lunch ride around the block. You'll collect some serious encourager points as well.

Register at lovetoride.net/usa

ADDITIONAL MESSAGES



Swap cars for handlebars for Bike Month and you'll be:

Happier

Healthier

Wealthier

Register for Bike Month www.lovetoride.net/usa

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Go for a bike ride this week and you'll:

🌙 Sleep better

😄 Boost your immune system

📅 Live longer - for real!

Register for Bike Month lovetoride.net/usa

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🚲🌍 Whizz past traffic while slowing global warming.

Register for the Bike Month Challenge and get points for riding your bike and encouraging others.

Get advice and qualify for prizes at lovetoride.net/usa