

# LOVE TO RIDE 2020

We've got a roadmap for 2020. Join us!

JUN

Rediscover Riding



Explore by Bike

JUL

AUG

Ride There



The Global Bike Challenge



Cycle September

SEP

OCT

Carbon Crusher



Light the Night

NOV

DEC

Winter Wheelers



# The Ride Relief Program

Now is the time to support and encourage more people to ride bikes.



There are so many reasons to support more people to ride bikes at this time: from the need to give people an option to get from A to B while physical distancing (instead of taking transit or driving alone), to improving both individual and public health, to helping people to save money at this time of economic hardship.

We've developed a 7-month biking encouragement program that supports people through the 'stages of change' from new rider to riding regularly for transportation.

We can bring this program to your area - it is easy to implement and we've a range of options so we can make the program work within your budget.

Interested in learning more and bringing Ride Relief to where you are?



**Laura Cisneros**  
[laura@lovetoride.net](mailto:laura@lovetoride.net)

RIDE RELIEF / LOVE TO RIDE 2020

## THE RIDE RELIEF PROGRAM INCLUDES:

### Online Cycling Community

The online home for your staff to support and encourage each other to ride.

### Monthly Theme

To provide a focus that will help to engage your co-workers in the programme.

### Two Core Campaigns

**1) Cycle September** (The Global Bike Challenge)  
Our best practice Workplace Bike Challenge. People earn points by riding and encouraging other to ride too - uniting teams and offices (remotely and virtually) in a fun online competition.

### 2) Winter Wheelers

Our winter riding campaign where we provide tips, support and encouragement to enable more people to ride during the winter months.

Every day in December we draw a prize for the people who rode that day. On Christmas day someone gets a text saying they won a brand new bike!

### Emails to Users

We'll send information and guidance (that is relevant for each person) which will support them to ride more often, including tips on how to ride safely and tips on riding with physical distancing in mind.

### Promotion Packs

Each month you'll receive a pack of promotional materials to help you easily spread the word to your co-workers about joining this company-wide program.

### Prizes

Seasonal prizes and rewards that your staff can win each month, including bike gear, bikes, local bike shop vouchers and prizes that will appeal to newer riders.

### Data

See stats for how much riding your company is doing each month and for all of 2020.

