



# LOVE TO RIDE

Cycle September Promo Pack



## About this Pack

This promo pack is a tool to help our clients and partners promote our main event, Cycle September. Here's some background and basic info about it:



- It's a fun, free competition between workplaces to see which can get the most staff to try riding a bike during September
- Individuals only have to ride for ten minutes to go into the draw for prizes and help their organisation climb the leaderboard
- It's all about participation - the organisations with the highest percentage of their staff riding in September will win (there are seven size categories to ensure a fair contest)
- Spread the Love! Encouragement is at the core of Cycle September and we want people to invite their colleagues, friends and family to take part
- Everyone can join in - it doesn't matter if you ride every day or haven't been on a bike in years (or ever - we've had people learn to ride for Cycle September before!)
- Cycle September is based on a tried and tested Workplace Cycle Challenge model that has engaged 373,000 people worldwide, including 64,000 'new riders' (people who have ridden a bike 0 or a few times in the 12 months prior to registration)

## Press Release/Blog Content

### **Remember, Remember... It's Cycle September!**

The United Nations recently recognised the humble bicycle, which celebrated its 200<sup>th</sup> birthday last year, with World Bike Day on the 3<sup>rd</sup> 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 in the Tees Valley, the five Local Authorities and Let's Go Tees Valley have teamed up with Love to Ride to run a fun, free competition to get more people cycling. Cycle September, as the name suggests, runs throughout the month of September. It's completely free for everyone who lives or works in Tees Valley - and their workplaces - to take part and everyone is invited to join in, it doesn't matter if you ride every day or if you haven't been on a bike in years.

Cycle September is based on a Workplace Cycle Challenge format that Love to Ride have developed over the last ten years and that has engaged 373,000 people worldwide. Cycle September has run in the UK for the past two years, with 24,000 people taking part in 2017, but this year it's going global. Their Director, Sam Robinson, explains: "Cycle September has been a huge success over the last two years but we've also been getting more people on bikes overseas, with over 40,000 people taking part in our first national event in the US. We're really excited to invite workplaces worldwide to join us to get more people on bikes".

There will be friendly competition on local, national and global leaderboards in seven size categories. Workplaces with the highest percentage of staff riding a bike in September will win their category - and individuals will be eligible for prizes for riding and encouraging others. There will be holidays, bikes, unique, upcycled, UK-made cycling bags from UPSO and lots of other prizes up for grabs.

To enter the draw, individuals just need to register on the Love to Ride website – 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 themselves goals, track their mileage, earn badges, share photos and encourage others to ride, as well as allowing workplaces to incentivise their staff to ride and monitor cycling participation at their sites.

The aim of Cycle September is to help people to enjoy the fun and freedom of cycling and help them to access the support they need to ride for transport. Find out more and register at [lovetoride.net/teesvalley](http://lovetoride.net/teesvalley)

## Email and Intranet Content for Local Authorities and Workplaces

Subject line/header: **Remember, Remember... It's Cycle September!**

Cycling can make you happier, healthier and wealthier and it makes our communities cleaner, greener and more liveable. Sign up for Cycle September to join a free, fun, friendly competition to get more people on bikes. It doesn't matter if you ride every day or you haven't been on a bike in years, everyone is invited and you only have to ride a bike for ten minutes to take part.

It only takes 30 seconds to register at [lovetoride.net/teesvalley](http://lovetoride.net/teesvalley)

We can win amazing prizes for riding and encouraging, including holidays, bikes, gear, vouchers – and even a trip to the Grand Canyon or New Zealand!

For more information visit the website or contact our Cycle September Champion, xxx

## ...and for Co-promoters

Please share this with other organisations in your area that share our aim of getting more people on bikes so that they can invite their members and supporters to join. This might include: public health bodies and physical activity brands; local cycling organisations such as Breeze networks, Sustrans, Cycling UK groups, CICs, lobbying and campaign groups.

Subject line/header: **Help get more people on bikes with Cycle September on Love to Ride Tees Valley**

We're working with Love to Ride to run Cycle September in the Tees Valley. Cycle September is based on a proven approach that achieves significant behaviour change outcomes, with participants cycling more often and for transport purposes when surveyed afterwards. As an organisation that shares our aim of getting more people on bikes, it would be great if you could support Cycle September by 'topping and tailing' the text below and sending it out to your members, supporters and contacts:

We're supporting Love to Ride Tees Valley to get more people on bikes. Please take one minute to find out more and register yourself and your workplace here: [lovetoride.net/teesvalley](http://lovetoride.net/teesvalley)

Cycle September is a fun, free, friendly competition between workplaces to see which can get the most staff to try riding a bike that month (individuals are welcome to take part too!). It's a great opportunity to raise the profile of cycling in Tees Valley and remind friends, family and colleagues how enjoyable and rewarding riding a bike can be. Everyone is invited to take part, you only have to ride for ten minutes during Cycle September to be eligible for prizes.

Find out more and register here: [lovetoride.net/teesvalley](http://lovetoride.net/teesvalley)

## Social Media

Love to Ride's main channels are Facebook ([facebook.com/lovetoride.net](https://www.facebook.com/lovetoride.net)) and Twitter (@LovetoRide\_), although we also have an Instagram account ([instagram.com/getmorepeoplecycling](https://www.instagram.com/getmorepeoplecycling)). Please tag us and we'll repost wherever possible to amplify your reach. Basic rules of thumb for social media:

- Always include your url [lovetoride.net/teesvalley](https://www.lovetoride.net/teesvalley)
- Always use an image or video (see images provided, local photos are encouraged) – find images for social media on our Spread the Love page too:  
[https://www.lovetoride.net/teesvalley/pages/info/page=7\\_spreadthelove](https://www.lovetoride.net/teesvalley/pages/info/page=7_spreadthelove)
- Amplify your reach by tagging 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
- For Twitter and Instagram, always use the hashtag #CycleSeptember; where appropriate you can use another hashtag too, e.g. #cycling #MondayMotivation #FridayFeeling etc

**Please see some suggested content below for Facebook:**

Note that to tag pages you will have to place the cursor at the end of the tag (e.g. @lovetoride.net) and delete until it appears in the drop-down list and then select it.

- Remember, remember > It's Cycle September!  
Join us to get more people on bikes in Tees Valley - it's fun, free and you only have to ride for ten minutes to be eligible for amazing prizes!  
Find out more and register in 30 seconds at [lovetoride.net/teesvalley](https://www.lovetoride.net/teesvalley)

[Suggested images here unless otherwise stated:

[https://www.lovetoride.net/teesvalley/pages/info/page=7\\_spreadthelove](https://www.lovetoride.net/teesvalley/pages/info/page=7_spreadthelove)]

- Cycling can make you happier, healthier and wealthier – plus it can make Tees Valley cleaner, greener, safer and more liveable. Join us for Cycle September to get more people on bikes and go into the draw for some amazing prizes from @lovetoride.net!  
Find out more and register in 30 seconds at [lovetoride.net/teesvalley](https://www.lovetoride.net/teesvalley)
- People who ride to work live longer, save money and enjoy the fitness of someone ten years younger...  
Join Cycle September at [lovetoride.net/teesvalley](https://www.lovetoride.net/teesvalley)

Suggested image:

[<https://www.facebook.com/lovetoride.net/photos/a.734281316683142.1073741830.230644553713490/734341730010434/?type=3&theater>]

- Win unique, upcycled, UK-made cycling bags from @UPSObags > Join Cycle September to get more people on bikes in Tees Valley! [lovetoride.net/teesvalley](https://www.lovetoride.net/teesvalley)

[Image to follow]

...and for Twitter:

- Follow @LovetoRide\_ for prize announcements & info about #CycleSeptember > Let's get more people #cycling! [lovetoride.net/teesvalley](https://www.lovetoride.net/teesvalley)

[Suggested images here unless otherwise stated:

[https://www.lovetoride.net/teesvalley/pages/info/page=7\\_spreadthelove](https://www.lovetoride.net/teesvalley/pages/info/page=7_spreadthelove)]

- Give the gift of #cycling! > Sign yourself & your workplace up for #CycleSeptember! [lovetoride.net/teesvalley](https://www.lovetoride.net/teesvalley)
- Come 🚲 with me and win 🏆! > Register now for #CycleSeptember [lovetoride.net/teesvalley](https://www.lovetoride.net/teesvalley)

[Suggested meme: <https://www.lovetoride.net/uk/memes/12-come-with-me-if-you-want-a-bike?ic=34f7e765&locale=en-GB>]

- #CycleSeptember is your chance to have fun and make a difference! > Ride for just 10 minutes a day to win great prizes! Find out more at [lovetoride.net/teesvalley](https://www.lovetoride.net/teesvalley)

Let's ride! > Join me for #CycleSeptember and we could win some epic prizes on the way!

[lovetoride.net/teesvalley](https://www.lovetoride.net/teesvalley)

- Remember, remember, it's #CycleSeptember! > Get more people on bikes & go into the draw for amazing prizes! [lovetoride.net/teesvalley](https://www.lovetoride.net/teesvalley)
- #MondayMotivation > Cycling can make you happier, healthier & wealthier, so join us for #CycleSeptember to get more people on bikes! [lovetoride.net/teesvalley](https://www.lovetoride.net/teesvalley)
- Got that #FridayFeeling? > Celebrate by signing up for #CycleSeptember to get more people on bikes & go into the draw for amazing prizes! [lovetoride.net/teesvalley](https://www.lovetoride.net/teesvalley)

## ...and finally: email footers

These are a great way to let everyone you correspond with know about Love to Ride & Cycle September. Copy & paste the following, or choose an image from

[https://www.lovetoride.net/teesvalley/pages/info/page=7\\_spreadthelove](https://www.lovetoride.net/teesvalley/pages/info/page=7_spreadthelove)

Have you signed up for Cycle September yet? Join in to get more people on bikes!

[lovetoride.net/teesvalley](https://www.lovetoride.net/teesvalley)

