

More Cycling Events

- 🚲 The City of Welland will be hosting a launch event May 26, 2008 - see their Leisure Guide for details.
- 🚲 Many other municipalities are also hosting launch events. Call their Parks & Recreation Department for full details.
- 🚲 See also www.rnbc.info

Regional Niagara Bicycling Committee

- 🚲 Additional cycling information can be found on the Regional Niagara Bicycling Committee website www.rnbc.info

The Niagara Freewheelers Bicycle Touring Club

- 🚲 A bicycle touring club located in Niagara. Full details at www.thefreewheelers.com

Bicycle Friendly Awards

- 🚲 Review the enclosed copy of the Bicycle Friendly Awards Application/Nomination Form for ideas on how to make your workplace, school or community more bicycle friendly. Be sure to apply for the 2008 awards. Online completion of the form is available at www.rnbc.info
- 🚲 Call Public Health for assistance in making your neighborhood or workplace more bicycle friendly 905-688-8248 or 1-888-505-6074 X 7422

Relaxed dress code - many workplaces do not have shower facilities. Request a relaxed dress code (such as dress down Fridays) to encourage people to cycle to work without feeling the need to change.

Prizes

Opportunities to win prizes include;

1. Ballots for cycling during launch week
2. Passports handed in for cycling during June, July, August, September & October

Prizes include;

- 🚲 **Bike Shop Gift Certificates**
- 🚲 **Gift Certificates for Tune-ups**
- 🚲 **Helmets**
- 🚲 **Cyclometers**
- 🚲 **Cycling Gloves**
- 🚲 **Various Bike Gear Packages**
- 🚲 **Bike to Work T-shirts**

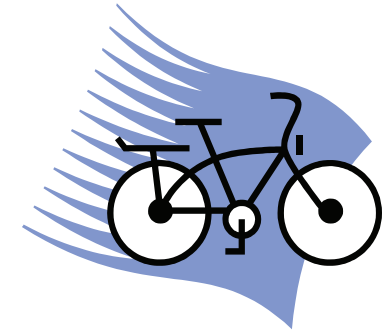
and more...over 70 prizes

BIKE TO GET THERE...

WHERE YOU

LIVE, LEARN, WORK & PLAY

Team Captain's



Passport to Success

Bike to Get There...

where you live, learn, work & play

A guide to planning your cycling campaign

Important Dates...

LAUNCH WEEK

May 26 to June 1, 2008

ONGOING CAMPAIGN

June 2 to October 31, 2008

A workplace campaign encouraging employees and their families to cycle for prizes, health and fun.



BIKE TO GET THERE...WHERE YOU LIVE, LEARN, WORK & PLAY

A workplace campaign running from May 26 to October 31 to encourage employees and their families to cycle for prizes, health and fun!

Launch Week May 26 to June 1, 2008

Ballots are given for each cycling trip including trips to school, work, specific destinations such as the corner store and for play.

Passports from June 2 to October 31

The campaign continues from June 2 to October 31

Record all your cycling rides on passports for the rest of the cycling season. Hand in completed passports for prizes. See Team Captain's Checklist for details (next page).



Team Captain's Checklist

1. Get Corporate approval to participate in the campaign.
2. Register a team for "Launch Week" (see registration form). The first 40 Team Captains to register a team will receive a \$20.00 coupon for the Old Bank Bistro, Fort Erie or Keefer Mansion Inn, Thorold.
3. Post flyers advertising "Launch Week" and the ongoing campaign.
4. Photocopy ballot template provided and distribute to employees and family members.
5. Collect ballots and forward before June 15, 2008

mail to: Niagara Region Public Health
P.O. Box 1052, Station Main
Thorold, ON L2V 0A2
Attn: Bike to Get There...

OR

drop off at: Niagara Region Public Health
Campbell East building
2201 St. David's Road
Thorold, ON
Attn: Bike to Get There...

6. Passports: Encourage employees and families to continue cycling for the rest of the cycling season. Remind them to record all their rides on their passports and to hand them in to participating bike shops for their chance to win great prizes. Note the dates on the passports as there are several opportunities for prizes.
7. Order your initial supply of passports on the "Print Resources Order Form". Passports, list of prizes and participating bike shops are listed on www.rnbc.info.

Additional Suggestions

🚲 Order print resources from Public Health (see Print Resources Order Form for details)

🚲 Library Resources

- most local libraries have the DVD "Enjoy the Ride": *Essential Bicycling Skills*, a 22 minute straight forward instruction for checking over your bike, bike-handling skills and riding confidently in traffic
- borrow the DVD and arrange to show it in your workplace

🚲 Workplace Promotion

- post enclosed flyer and download more flyers from www.rnbc.info as necessary
- use information from the print resources to write a workplace newsletter article (see Print Resources Order Form).

🚲 Food

- people love food and prizes especially when it is free, add to the fun of your event by providing free refreshments and special draws in your workplace

🚲 Sponsorship

- seek out sources to fund refreshments and prizes
- possible sponsors could be your Workplace Wellness Committee
- explain the benefits of an active workforce to your employer as rationale for funding the refreshments and prizes
- the local coffee shop frequented by the employees
- what a great way for the coffee shop to thank the employees for their patronage

Encourage use of helmets!