



**Print Resources:**

Telephone 905-688-8248 ext 7344 to order a supply of the following resources for distribution at your workplace (see order form):

- Bike to Work Guide
- Trail Etiquette
- Lighten up, eh?
- Sidewalk Cycling Risky Business
- Cycling Skills
- Canada's Physical Activity Guide to Healthy Active Living

**Workplace Launch:** April 1, 2005 from 8 am to 9:30 am at the Regional Municipality of Niagara Administration Offices, Cafeteria, 2201 St. David's Rd., Thorold. All Team Captains are invited to attend to be recognized and to pick up their Team Captain's kits.

**RSVP to 905-688-8248 ext 7344 if attending the launch.**

Generate interest and excitement. Host a launch at your workplace. Make it fun by having a guest speaker, food and prizes.

**Team Captain Orientation:** Attend a Team Captain's Orientation session following the launch on April 1, from 9:30 – 10:30 am, Regional Municipal Offices, Committee Rm 4 or on March 29, from 7 – 8:30 pm in Committee Rm 2. or April 11 from 5:30 pm – 6:30 pm. Pre - register for the Team Captain Orientation by telephoning 905-688-8248 ext 7422.

See [www.rnbc.info](http://www.rnbc.info) for more information.



**Bike to Work Week May 9 – 15, 2005**

**Workplace/Team Captain's Planning Guide**

People love food and prizes and they especially love it when it's **FREE !**

**Food:**

Add to the fun of your Bike to Work Week event by providing free refreshments each morning of Bike to Work Week for those who cycle to work. Workplaces with shift work could arrange for some free refreshments at the start of each shift.




**Biking for Bagels** has been a successful theme for Bike to Work Week in Victoria B.C. Bagels, light cream cheese, coffee, fruit and fruit juices constitute a healthy refreshment.



Sponsorship to fund the cost of the refreshments makes it possible to offer them for free and is a great incentive to get employees to participate in Bike to Work Week.



### **Potential sponsors could be:**

-  Your employer or your Workplace Wellness Committee– explain the benefits of an active workforce to your employer as rationale for funding the refreshments.
-  Your local cycling shop – offer to mention their name with any media coverage generated by your workplace as a result of Bike to Work Week.
-  The local coffee shop frequented by the employees – what a great way for the coffee shop to thank the employees for their patronage.

### **Prizes:**

Fabulous prizes for those who participate in Bike to Work Week include: \$500.00 certificate for Liberty! Bicycles; Lady's Rally bicycle from Canadian Tire, Montrose Rd; Cycling Wine Tours from Niagara Wine Tours International; Golf shirt from Spirit Wear; Four family memberships from Freewheelers; Gel seat and bicycle lock from Canadian Tire, Glendale; Two bicycle rentals from Zoom Leisure; Dinner for two from Swiss Chalet, Pen Centre; Two helmets from Home Hardware, Hartzel Rd; 100 bicycle bells from Injury Prevention Program, Regional Niagara Public Health Dept.; Two tune-ups from Bikefit and more...

**Workplace Prize:** CanBike course for 10 employees donated by Healthy Living Niagara.

Generate some workplace excitement by holding a workplace draw. Prizes can be solicited by asking businesses frequented by the employees. Many businesses are generous with donations of smaller prizes.

### **Ballots:**

**Photocopy enclosed ballot sheet** for distribution and distribute the ballots as people commute into work during Bike to Work Week. Remember to provide one ballot for each commute so 5 commutes means 5 chances to win. Collect completed ballots and forward to Regional Niagara Public Health Department, 573 Glenridge Ave., St. Catharines, by May 27, 2005. The draw will take place on May 31, 2005.

### **T-shirts:**

Bike to Work Week, long sleeve t-shirts are available at the following locations: Heart Niagara, Allied Health Building, 5673 North St., Niagara Falls, Tel: 905-358-5552, Team Captain Orientation Sessions (see next page), at 'Like to Bike?' courses (see [www.rnbc.info](http://www.rnbc.info)) and the launch on April 1. The T-shirts are long sleeved, royal blue with yellow graphics: \$12.00 for M – XL and \$14.00 for XXL.

### **Encouragement:**

A distance not exceeding 8 - 10 km distance is recommended as a comfortable commute to work. Those living further than this distance could identify someone, perhaps a friend or colleague, who lives within the 8-10 km distance, at whose home they could store their bicycle. The cycling commute then starts and ends at the friend's home. This allows everyone to participate in the fun of Bike to Work Week and raises awareness about cycling as a mode of transportation.

### **Relaxed Dress Code:**





Many workplaces do not have shower facilities. Request a relaxed dress code for Bike to Work Week.

### **Workplace Advertisement:**

Post the enclosed poster in a visible location at your workplace. Feel free to photocopy this poster, or download a copy from the RNBC web site at [www.rnbc.info](http://www.rnbc.info).

Write an article about Bike to Work Week in your workplace newsletter. Use the resources in the Team Captain's kit as reference material for your article.

**Tim's Tips for Safe Cycling** can be used in several ways:

-  Post in a key location
-  Photocopy and distribute
-  Print in the newsletter
-  Make up a trivia game referencing Tim's Tips.