



**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: Cycling safety for teen and adult cyclists
- Canada's Physical Activity Guide to Healthy Active Living

**Workplace Launch:** May 1, 2006 from 9:00 am to 10:00 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 T-shirts.

**RSVP to 905-688-8248 ext 7394 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:**

While optional these sessions will review tips on a successful Bike to Work Week and allow for interacting with other Team Captains. Attend one only.

April 24 from 3 – 4 pm Foster Wheeler Building, 509 Glendale Ave., NOTL

May 1, 10 -11 am Regional Municipal Offices, Corporate Services Boardroom, following the launch.

May 11, 7 -8 pm Regional Municipal Offices, Committee Rm 2

Pre - register by telephoning 905-688-8248 ext 7394.

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

## Bike to Work Week May 29 to June 4, 2006

### 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. and in Niagara Region. 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 for food and additional prizes 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 and additional prizes.
-  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:** Liberty Bicycles!, Shimano clip in pedal and shoes (value \$350.00); Bike Fit, 1 peak performance tune up and 1 peak performance tune up with 1 fit kit (fitting session); Clarkson Cycle & Fitness, 1 tune up and 1 tune up with a free bicycle computer installed; Hard Rock Paving, 1 bicycle car rack; Pedlar Bike Shop, 1 tune up; Home Hardware, Hartzel Rd., Lotus halogen bicycle light set (front & back); Canadian Tire, Glendale Ave., bicycle repair kit & rear light; Stratus Winery, NOTL, Wine Tour for 8; Pharmasave Fonthill Pharmacy Ltd., "Formedica" safety kit; Shoppers Drug Mart Fonthill, Life first aid kit; Niagara Region Public Health Dept., 10 bicycle helmets and 10 bicycle bells; Swiss Chalet , 4 dinners; Buckner's Source for Sports, sports outer wear.

### **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, 30 Hannover Dr., St. Catharines, by June 15, 2006. Ballots are also available at [www.rnbc.info](http://www.rnbc.info).

### **Relaxed Dress Code:**

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

### **T-shirts:**

Bike to Work Week, long sleeve t-shirts are available **FREE** to the first 50 Team Captains who register a team of 10 commuters. T-shirts are also available for purchase at the following locations: Regional Municipality of Niagara Administration Offices, Clerk's Office, 2201 St. David's Rd., Thorold; Team Captain Orientation Sessions (see next page); and at the launch on May 1. The T-shirts are long sleeved, red with yellow graphics: \$15.00 for S – XL . A few royal blue T-shirts in various sizes also available.





### **Encouragement:**

A distance not exceeding 10 km distance is recommended as a comfortable commute to work. Those living further than this distance could identify 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.

### **Workplace Advertisement:**

Post the enclosed flyer in a visible location at your workplace. Feel free to photocopy this flyer, 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.