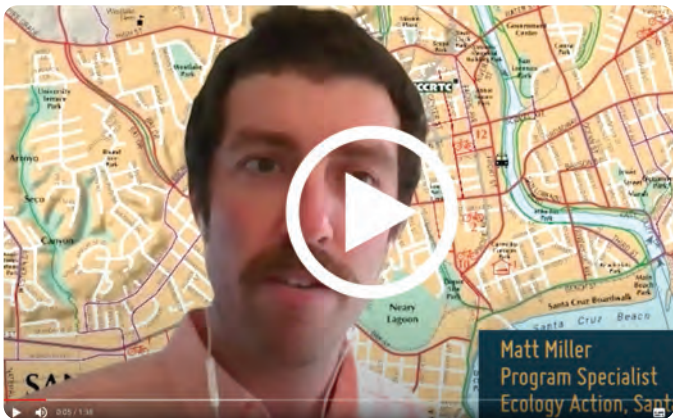




Run an Effective and Safe Bike Month Program in 2021

Maximize the benefits of increased biking with a safe and proven online program from Love to Ride.

Hear how other cities biked to success last May »



While many local Bike Month programs and events were cancelled last year, cities with Love to Ride programs saw some of their best ever results. From Madison with a 15% increase to San Diego saw a 245% increase in participation in their Bike Month programs.

Love to Ride provides an effective and safe way to deliver biking programs in the Covid era. With an online biking program you can be secure in the knowledge that your Bike Month will go ahead this year.



To find out more, ask questions, and discover your options, please contact **Laura Cisneros**: laura@lovetoride.net



7 Reasons to Work with Love To Ride This Bike Month

01

Get More People on Bikes and Grow Your Riding Community

- Give new riders access to the tools they need to build their confidence.
 - Mobilize your existing riders - we make it easy and fun for them to encourage and support their co-workers, friends and family to ride too.
 - Reach new audiences - boost the reach and effectiveness of your existing TDM programs.
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02

It is a Safe Program to Run in the Coronavirus Era

Whatever the world throws at us this May, from new coronavirus variants to crazy weather, with an online program you can rest assured that your Bike Month event can go ahead as it's inherently socially distanced and not reliant on having good weather on one particular day.

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03

Easy to Run

We provide you with everything you need, including promotional materials, templates, and easy to follow guidance so you can quickly get your Bike Month program up and running. You just plug and play.

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04

Improve Bike Safety in Your City

We have online bike safety courses that make it quick, easy, and fun for people to gain the knowledge and skills to ride safely and confidently.

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05

Get Great Data

We'll provide you with measurable outcomes such as total number of people and businesses engaged, number of 'new riders' who are now biking regularly, barriers people face to riding, commute trip stats, CO2 saved, and more.

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06

Localized

We'll work with you to adapt and localize your Love to Ride Bike Month campaign for your community.

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07

It's Fun

We focus on making the experience of participating in a Love to Ride program enjoyable. It's one of the main reasons we've been so successful over the years at engaging and encouraging more people to ride bikes.



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