

LOVE TO RIDE

RIDE IT OUT

LET'S RIDE THIS OUT TOGETHER

1-31 March 2021

Ride it Out is a challenge designed to motivate riders, new and seasoned, to enjoy all the benefits of biking. It's a tough old world out there right now, but we know getting more people riding bikes can help.

From the health and fitness benefits to reducing stress and anxiety, bikes are a great tool to help people through lockdown and emerge with new, fun habits. Together we can prepare people for a long spring and summer of cycling.

Here's how you can benefit from Ride it Out:

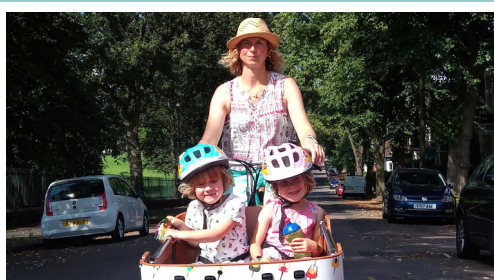
- It's a great way to grow participation significantly at the start of the biking season, address rider's barriers and support people to ride their bikes when they need it the most
- Covid-safe - regardless of what happens with new variants and lockdown, virtual biking programs can still go ahead. In 2020 we ran some of our most effective challenges!
- We'll help you get great data. Find out who your riders are and what their barriers to riding are and more
- Each week of Ride it Out has a different theme designed to help people rediscover the joys of cycling as restrictions ease (hopefully) and the weather warms
- Plug and play solution - email campaign, social media assets, localised content are all ready to go
- Get more people riding bikes. We give new riders the support and tools they need to get in the saddle
- It's fun! One of the main reasons we've been so successful over the years at engaging people and encouraging more people to ride is that we focus on making participation in Love to Ride programs enjoyable



Ride it Out is split into 4 weeks,
each with its own motivator to get more people riding bikes.



RIDE HEALTHY



RIDE RELAXED



RIDE GREEN



RIDE FREE

- **Week 1 — Ride HEALTHY** - an opportunity to saddle up and enjoy all the awesome health & fitness benefits of biking like living longer, sleeping better and boosting your immune system
- **Week 2 — Ride RELAXED** - an invitation to shift down a gear and appreciate the wellbeing aspects of riding a bike like reducing stress and connecting with the outdoors
- **Week 3 — Ride GREEN** - a chance to trial switching a regular car or public transport journey to bike. It's great for the planet and frees up room on public transport for key workers!
- **Week 4 — Ride FREE** - a week of adventure! Big or small, this week is about doing something or going somewhere new by bike



To find out more, ask any questions, discuss a budget to suit your requirements and establish a new online cycling support and encouragement tool in your area, drop Sam an email: sam@lovetoride.org

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