

**Cycle to Work Day** returns on **Thursday 6th August** with a twist.

Now, more than ever, we need people to cycle. The bicycle is an alternative to public transport, it reduces the risk of transmission and is an all-round great way to travel.

In recognition of the unique times we're in, and the lack of a formal workplace for many, **Cycle to Work Day** is adapting.

For 2020, it's simple – we're asking people to cycle for a reason personal to them for the chance to win a prize.

Participants can cycle anywhere, for any reason and with anyone. All we're asking of participants is that their rides are logged on the Cyclescheme Love to Ride community.

# CYCLE TO ~~WORK~~ WHO? WHAT? WHERE? DAY

**THURSDAY 6<sup>TH</sup> AUGUST 2020**

## Promoting the event:

**Cycle to Work Day** has an impressive reach; trending both in the UK and globally on Twitter in previous years. The removal of the commuting parameter means the event is set to reach its broadest audience yet – anyone able to cycle.

## Cycle to Work Day will be promoted via...

- The 7 Cycle to Work Day and Cyclescheme social accounts
- Email to our database of 125K riders
- Our 50K clients
- The Cyclescheme Love to Ride community

## About Cycle to Work Day:

Founded by Cyclescheme, **Cycle to Work Day** is the UK's biggest one-day commuting event.

Since 2012, **Cycle to Work Day** has been helping workers have that 'light bulb' moment – the realisation that commuting shouldn't be costly, congested and stressful. The event provides a reason to try cycling and get a taste of the associated health, wealth and wellbeing benefits.

**Cycle to Work Day** celebrates and recognises all types of riders – new, returning and the experienced.



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