

Planning your Ride to Work Day Event- 13 October 2010

A guide to hosting your community breakfast!

Step 1: [Register your breakfast](#)

- 🚲 [Register your breakfast](#) by completing the online registration form to ensure you get regular updates and promotional packs to help you organise your community breakfast. The details of your community breakfast will also be promoted for you on www.ridetowork.com.au.

Step 2: Cast your net far and wide

- 🚲 Get in touch with local businesses, bike shops, masseurs, hairdressers, local schools and TAFEs and encourage them to get involved. They may like to donate goods/prizes for use at your Community Breakfast, have a stall or provide services such as massage, mechanical support or helmet hair repair. This is a great way for them to promote their business within the local community.
 - Keep in mind that many people participate in this event due to the healthy nature of the event. Make sure there are healthy continental breakfast items are available. This can include fruit, yoghurt or muesli bars.
 - When approaching local businesses to assist with your breakfast, please keep in mind the national and state sponsors involved with Ride to Work Day. Without these sponsors we would be unable to run our program. Please do not approach competitors of our sponsors. If you have any questions, please contact Ride to Work Program Coordinator Elysia Delaine on elysiad@bv.com.au

Wednesday 13 October www.ridetowork.com.au

Level 10, 446 Collins St
Melbourne VIC 3000
Melway 1A F7

PO Box 426
Collins St West
VIC 8007 Australia

Phone 03 8636 8888
Country Callers 1800 639 634
Fax 03 8636 8800

Website www.bv.com.au

Bicycle Victoria Incorporated
ABN 41 026 835 903 ARBN 054 009 871
Reg No A000860 7J

Program Partners





- ⌘ Get in contact with your local Bicycle User Group (BUG) and encourage their support of the Community Breakfast. If you are unaware of where your local BUG group are located, then you can find them by using the 'Find a' section on the Bicycle Victoria website www.bv.com.au

Step 3: Make it fun and easy

- ⌘ The breakfast will make people feel valued and special for riding to work. It gives novices a chance to meet, chat with and learn from experienced cyclists and creates a group atmosphere to celebrate cycle commuting.
- ⌘ Hold your breakfast in a place that is easy for riders to get to. Consider local bike routes.
- ⌘ Make up whacky prizes of your own: best helmet hair, person who made biggest effort to ride, best decorated bike or earliest riser.

Step 4: Pre-event promotion

- ⌘ Ask your Public Relations Department to organise lots of pre-event publicity!
- ⌘ Suggest the best routes to take to get to your local breakfast. Check out <http://www.ridetowork.com.au> (keyword: map) to see if there is a map of your local area available.
- ⌘ Contact the Ride to Work team to obtain copies of pre-event media release templates and send them out to your local media outlets.
- ⌘ Display a banner – contact the Ride to Work team about getting a Ride to Work banner printed and sent to you for display in the lead up to your event.

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- 🚲 Logo usage: we want to assist you to promote the event where ever possible and are happy to provide you with official logos to use on your website, newsletters and other promotional documents, all we ask is that you please send these items to us for approval prior to making these public.

Step 5: Be seen and be counted!

- 🚲 Make sure that every rider registers. This way you can brag with confidence about the success of your breakfast. Don't forget to register your own workplace!
- 🚲 Registration is online at www.ridetowork.com.au. Registered riders go in the draw for prizes, so don't miss out.

If you have any questions about Ride to Work Day, or would like any advice on how to make the day a success, please contact us on (03) 8636 8888, check out the website at www.ridetowork.com.au, or email Ride to Work Program Coordinator Elysia Delaine on elysiad@bv.com.au. We can put you in touch with your local cycling organisation for assistance with maps and other local cycling information.

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