

Planning a National Ride2Work Day Event

Media Support

Let the local media in your community know about your event

This fact sheet has been designed to assist you in promoting National Ride2Work Day within your community.

The information below can be used for your own media releases; key messages; when speaking to the media (television, radio or print); and for inclusion in any written promotional pieces you wish to prepare to entice people to your event.

Getting in touch with your local media You can obtain contact information for most community papers at the following links:

- www.newsspace.com.au
- www.fairfaxmedia.com.au
- www.starnewsgroup.com.au/about

Handy tips to get the media involved in your event

- Target your media – identify which outlets you think would be interested in your event and collect contact details
- 2 weeks before the event – call people from your local media outlets advising them about the event and inviting them to attend the breakfast
- 1 week before the event – distribute your media release to your media contacts. Ride2Work has a pre-prepared release to assist you in doing this
- Event Day – ensure you have someone on hand who can act as a media spokesperson for your event and liaise with the media as they arrive
- Post event – let the Ride2Work team know what media attended the event and what coverage you received. Don't forget to share your pictures with us on social media: #Ride2Work

Key information

National Ride2Work Day is a great opportunity for all Australians to have a go at riding to work. Helping Australian workers embrace an affordable, hassle and carbon free mode of transport.

Date and time: Wednesday 12 October, 6:00 am-10:00 am*

(*times of the breakfast will vary between each State and Territory)

National Breakfast Partners: Australian Bananas and Bakers Delight

Purpose: Ride2Work is a national behaviour change program, encouraging commuters to feel good and have fun by riding to work and experiencing the health, financial and environmental benefits of riding.

Participation: National Ride2Work Day has become 'Australia's biggest bike riding event' with participation numbers growing every year.

- 150,000 riders are expected to participate nationally on Wednesday, 12 October 2016.

Free Registration: Riders who register for Ride2Work help shape Australia's riding culture, by providing bicycle organisations and councils with current and relevant statistics when communicating with key decision makers for improving facilities and bicycle infrastructure. They help us to better understand commuter's habits by completing regular surveys, and participants also go into the draw to win prizes. They are kept informed with tips and advice about riding to work via our monthly e-communications. Registration is free and easy – just head on over to: www.ride2work.com.au

Why Ride to Work?

There has never been a better time to start riding:

- It's fun
- It saves money
- It can save time
- It's good for you
- It's good for the environment

Personal Benefits

Health – It reduces the risk of obesity, heart disease, diabetes and some cancers. Healthy employees are more efficient and productive – Swedish researchers found fit workers make 60% fewer errors on jobs involving concentration and short-term memory. According to Baker IDI, regular physical activity like bike riding can help protect against serious diseases like obesity and diabetes. Their studies show that bike riding can lower blood pressure, improve blood fats, lower blood glucose and reduce the risk of developing diabetes.

Environment – Cycling is a zero emission form of transport. Cycling just 10km each way to work instead of driving saves 1.3 tonnes of greenhouse gas emissions per year.

Finances – An average Australian household spends around \$8,000 each year on transport, of which \$2,500 on average is for fuel. By cycling to work instead of driving, it is possible to save around \$50 a week through a reduction in parking, fuel and vehicle maintenance costs...not to mention your gym costs!

Time – Congestion is on the rise and for some commuters, cycling is faster than driving. Plus you save time by getting your daily exercise at the same time.

- Key Messages**
1. National Ride2Work Day is held on Wednesday 12 October
 2. Riding your bike to work is fun. It will help to keep you healthy and connected to your community.
 3. Register at ride2work.com.au. Every registration is a vote for better cycling facilities.
 4. Join the commuter community! Join our nation's growing Ride2Work community and start your day in a healthier way.

If you would like more information or assistance in preparing a media release for your event please contact us.