

Fall 2024 Go by Bike Weeks Media Kit



Thank you for helping us spread the word about Go by Bike Weeks! Below you will find important information about the event and sample text for newsletter and social media promotions. Please feel free to use any of the images in [this folder](#) for your promotions.

About Go by Bike Weeks:

Event Dates: Monday, September 23 - Sunday, October 6, 2024.

Check out the event schedule at bikehub.ca/gbbw

Register for free at logmyride.gobybikebc.ca

Since 2007, Go by Bike Week (formerly known as Bike to Work Week) has motivated **167,000 participants** to cycle their daily commute including **26,000 new cyclists**. This fall, Go by Bike Week will be a **two-week-long** celebration of cycling, encouraging everyone across Metro Vancouver to give cycling a try.

We're excited to show people that cycling doesn't need to stop when summer ends. Weather and darkness are the main reasons that Go by Bike Week participants cite for not riding more, but Metro Vancouver has a climate where cycling can work year-round as long

as people have the knowledge, motivation, and proper gear to cycle safely. Fall Go by Bike Weeks aims to show people that cycling can be safe, comfortable, and fun year-round!

To participate, people register, go for a bike ride, and then log their ride on HUB Cycling's free online tracking tool at bikehub.ca/gbbw. The tool encourages friendly competition, gives the opportunity for people to win great prizes, track how far they've cycled, and see how many greenhouse gas emissions they've saved. This fall, the more trips you log, the more prizes you're eligible to win! And ALL cycling trips count, whether you're cycling to work, to school, to meet a friend, or for recreation.

Throughout the two weeks, people can also visit any of HUB Cycling's in-person "Celebration Stations" across Metro Vancouver to receive free basic bike maintenance, snacks, and cycling information, and enter prize draws! HUB Cycling will also be sharing tips and tricks on how to cycle safely in rainy weather, what to wear, proper light usage in the dark, and more.

Looking for some bike-route inspiration or to find a new riding buddy? Join [HUB Cycling's Bike Club on Strava](#) to stay up to date on group rides, cycling events, discover new routes, and connect with other riders. You can also connect Strava with logmyride.gobybikebc.ca to log your rides effortlessly!

As always, registration and participation for Go by Bike Weeks is 100% free. You can register as a team, join an existing team, or ride solo. Participants can register before or during the event at logmyride.gobybikebc.ca. If you've already participated in the past, then simply log a trip to re-register yourself for this event.

Why Register for Go by Bike Weeks?

- Improve your health and fitness

- Reduce your environmental impact

- Save money and time commuting

- Enter into [prize draws](#) and the overall grand prizes - **BC Grand Prize:** A cycling vacation for two by Exodus Travels. **Metro Vancouver Grand Prize:** An Ohm Cruise E-Bike!

- Challenge others and be in with a chance of becoming an award-winning team

- ALL bike trips count - trips to work, a shop, the gym, or just for leisure!

- Registration is 100% free!

- Go By Bike Weeks is a strong advocacy tool for us. The number of participants and logged trips help us work with local leaders to improve cycling in Metro Vancouver.

How to Register/Key Messages:

Register and log your trips today at logmyride.gobybikebc.ca.

Find the daily schedule of events at bikehub.ca/gbbw.

**Please include this link prominently in any Go by Bike Weeks promotions.*

Cycling can still be safe, comfortable, and fun even in rainy, dark fall and winter weather.

About HUB Cycling:

HUB Cycling makes cycling better through education, action, research, and events. More people cycling means happier, healthier, more connected communities. We're leading the way in making cycling an attractive choice for everyone!

Example Newsletter Copy:

Cycling doesn't need to stop when summer ends! Come discover that cycling can be safe, comfortable, and fun year-round during HUB Cycling's **Fall Go by Bike Weeks** from Sept. 23-Oct. 6, 2024! Go by Bike Weeks is double the fun this fall with a two-week event and all bike trips count.

This fall's event will have over 20 Celebration Stations where participants can ride by for free snacks, basic bike maintenance, cycling maps, prizes, and more! Register solo or as a team with your co-workers, roommates, family, or friends. Your logged bike trips help HUB Cycling work with local leaders to improve cycling conditions in Metro Vancouver, and make you eligible to win great prizes like one of three Pedego Electric Bikes! All bike trips count.

HUB Cycling recently changed its trip-logging tool to make logging your bike trips even easier. New to the event? [Register here](#). Returning participant? [Reset your password here to log in](#). Log a trip to be considered a Fall 2024 participant.

HUB Cycling's Social Media & Website Info:

Twitter: [@WeAreHUB](https://twitter.com/WeAreHUB)

Instagram: [@hubcycling](#)

Facebook: [@WeAreHUB](#)

LinkedIn: [HUB Cycling](#)

Hashtags: [#GoByBike](#) [#GoByBikeBC](#)

Register and Log Trips: logmyride.gobybikebc.ca

Go by Bike Week Event Schedule: bikehub.ca/gbbw

Example Social Media Posts to Create:

Don't forget to tag us and use the hashtags: [#GoByBike](#) & [#GoByBikeBC](#)!

Facebook

Cycling doesn't need to stop when summer ends!

[@WeAreHUB](#)'s Fall Go by Bike Weeks is back Sept. 23-Oct. 6.

This fall, they're bringing back over 20 Celebration Stations across Metro Vancouver where participants have a chance to win awesome prizes, get free bike checks, snacks, and cycling maps. During the event, they'll share tips and tricks on how to cycle safely in rainy weather, what to wear, proper light usage in the dark, and more.

Learn more and sign-up today at bikehub.ca/gbbw for a chance to win great prizes like an Ohm Cruise E-bike! [#GoByBike](#) [#GoByBikeBC](#)

[@WeAreHUB](#) works to get more people cycling, more often! Register for free for HUB Cycling's Fall Go by Bike Weeks from Sept. 23-Oct. 6 at bikehub.ca/gbbw to show your support for cycling in [#MetroVan](#) [#GoByBike](#) [#GoByBikeBC](#)

Instagram

Cycling doesn't need to stop when summer ends!

@hubcycling's Fall Go by Bike Weeks is back Sept. 23-Oct. 6.

This fall, they're bringing back over 20 Celebration Stations across Metro Vancouver where participants have a chance to win awesome prizes, and get free bike checks and snacks! During the event, they'll share tips and tricks on how to cycle safely in rainy weather, what to wear, proper light usage in the dark, and more.

Learn more and sign-up today at bikehub.ca/gbbw for a chance to win great prizes like an Ohm Cruise E-bike! #GoByBike #GoByBikeBC

Twitter

Cycling doesn't need to stop when summer ends!

@WeAreHUB's Go by Bike Weeks is back Sept. 23-Oct. 6!

Ride your bike to over 20 Celebration Stations during the event for free bike checks, snacks, prizes, and more!

Learn more at bikehub.ca/gbbw #GoByBike #GoByBikeBC

LinkedIn

Cycling doesn't need to stop when the summer ends!

HUB Cycling's Fall Go by Bike Weeks is back Sept. 23-Oct. 6! Has your organization registered yet?

Ride to 20+ Celebration Stations across Metro Vancouver to win prizes, get free bike checks, and eat free snacks! Log your trips during the week online for a chance to win great prizes like an Ohm Cruise E-bike and build support for safer cycling infrastructure.

HUB Cycling's new online tracking tool lets you compete with your teammates and other teams by tracking how many kilometers you cycled and how many greenhouse gas emissions you saved!

Learn more and sign up: bikehub.ca/gbbw

#GoByBike #GoByBikeBC

Example Images and Graphics for Promotional Use:

Posters:

[Download 11" x 17" Main Event Poster](#)

[Download 8.5" x 11" Main Event Poster](#)

[Download 8.5" x 11" Main Event Poster with team name](#)

[Download 11" x 17" Event Poster for High Schools](#)

[Download 8.5" x 11" Event Poster for High Schools](#)

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[Download More Graphics Here](#)