



Your Cycling Connection

## Bike to Work Week Media Kit

Thank you for helping us spread the word about HUB Cycling's Bike to Work Week event!

### Bike to Work Week Information & Resources:

Key dates: May 27th - June 2nd, 2019  
October 21st - 27th, 2019

Find details and register free for Bike to Work Week at: [btww.ca](http://btww.ca)

Photos for media use can be found [here](#).

### Event description:

If you've ever thought about biking to work, this is the week to start. Get free snacks, coffee, basic bike maintenance and loads of prizes by visiting one of our 80 Celebration Stations in Bike to Work Week. Stations are all over Metro Vancouver on high traffic bike routes. Log your trips and enter to win daily prizes as well as an overall grand prize of a cycling trip for 2 to Italy! Be part of the change and help make Metro Vancouver a happier, healthier place to live, work and play. Register today at [btww.ca](http://btww.ca)

### Link to our Bike to Work Week videos:

Why join us for Bike to Work Week [here](#).

- Featuring a quick overview of why you should Bike to Work

No more bike theft video [here](#)

- Great educational piece on locking your bike securely

How to quickly clean your bike video [here](#)

- Great educational piece on getting your bike ready for Bike to Work Week

### Social Media Info:

Twitter: [@WeAreHUB](#), [#Bike2Work](#)

Instagram: [@HUBcycling](#), [#Bike2Work](#)

Facebook: [@WeAreHUB](#), [#Bike2Work](#)

### Facebook Event:

[Bike to Work 2019](#)

## Example Social Posts

### Facebook

@WeAreHUB Bike to Work Week runs May 27th - June 2nd. Register free today at [www.btwc.ca](http://www.btwc.ca) and get access to free basic bike maintenance, tons of prizes and support better biking! Registration also makes you eligible for the grand prize trip for two to Italy #Bike2Work

@WeAreHUB works to get more people on bikes! Register free for HUB's Bike to Work Week to show your support and be entered to win the grand prize cycling trip for 2 to Italy! #Bike2Work

### Instagram

Register for Bike to Work Week and be in with a chance of winning some great prizes including a cycling trip to Italy! Registration (👉 link in profile) is free and takes just a couple of minutes #Bike2Work

### Twitter

Bike to Work week runs May 27th - June 2nd across Metro Vancouver. #Bike2Work and support better biking! Register free at [btwc.ca](http://btwc.ca) and get access to free basic bike maintenance, and heaps of prizes thanks to @WeAreHUB

### LinkedIn

Has your organization registered for Bike to Work week yet? Register free today and support better biking across Metro Vancouver [btwc.ca](http://btwc.ca) #Bike2Work  
Workplace awards and individual prizes galore! Celebration stations and online stats to compete with other teams.

Example images to use



PRESENTED BY  
**JUMP**

**BIKE TO  
WORK  
WEEK**  
May 27 – June 2

A banner with a background image of a person riding a bike. The text is overlaid in white on a dark background with horizontal stripes in teal and purple.

**BIKE TO  
WORK  
WEEK**  
May 27 – June 2

PRESENTED BY  
**JUMP**

A larger banner featuring a woman wearing a white helmet and a denim jacket riding a red bike with a red basket. The basket has the 'JUMP' logo on it. The background is a chain-link fence. The text is overlaid in white on a dark background with horizontal stripes in teal and purple.

**BIKE TO WORK WEEK**  
Register today! | May 27–June 2

A banner with a background image of a person riding a bike. The text is overlaid in white on a dark background with horizontal stripes in teal and purple.

## Example Newsletter content

Bike to Work Week

HUB Cycling | May 27 to June 2

Be part of the change and help make Metro Vancouver a happier, healthier place to live, work and play! Register for Bike to Work week today.

There will be celebration stations set up on bike routes around the region with free drinks, snacks, bike maintenance and more! Make sure to register and log trips online for amazing prizes, celebration station maps, and other resources and motivators.

Already taken part before? Simply log a trip to be considered a 2019 participant. Enter into daily prize draws and the grand prize of a cycling adventure for two to Italy with Exodus travel. Remember to both log a trip and register on the Exodus contest page to be in for a chance of winning!

Logged trips help HUB work with local leaders to improve cycling conditions. Challenge others and be in with a chance of becoming an award winning team. Remember that all bike trips count! This year we encourage you to register for Bike to Shop Days (by updating your user profile in your BTWW Dashboard) and also log trips during the weekend of June 1-2 for more chances to win prizes and support biking.