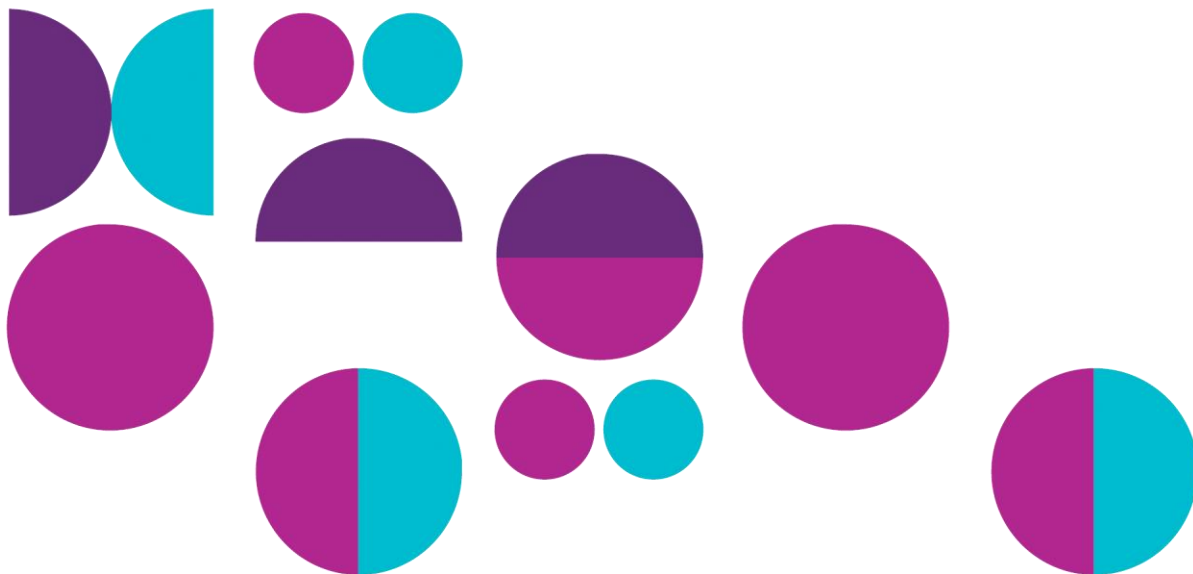




Your **Cycling** Connection

Bike to School Week

Spring 2015 sponsorship opportunities



Event Details

Each spring, Bike to School Week encourages youth to bike to school. **In 2014 over 80 schools registered to take part, representing anywhere from 10 to 200 cyclists at each school.** HUB provides the support and resources for school staff, teachers, and parents to get their schools riding. Bike to School Week uses celebration, events, and prizes to help motivate students to give biking a try. We hope that you will consider supporting this great event in 2015 by donating a free Family Package (2 rooms at a participating Accent Inns) valued at approximately \$400 for one lucky Team Leader at a participating Bike to School Week school.

What: Bike to School Week is an annual event that celebrates youth biking to school.

When: May 25-19 2015

Where: In school neighbourhoods Province-wide

Why: To increase the health, sustainability and liveability of youth

Who: We aim to engage over 100 schools representing approximately 50,000 students, teachers, parents, and school staff





Value to Businesses Involved with Bike to School Week

Corporate Social Responsibility

Publicly demonstrate your company's commitment to being an upstanding corporate citizen, giving back to the community, and youth wellness opportunities.

Measurable Healthy Impacts

There is no shortage of information about the need for our youth to get out and get more active – and biking has been shown to have a greater impact on health outcomes than walking. Getting youth active now can have lasting impacts into the future

Community Involvement

Engage with the communities you live and work in. Show the neighbours and potential clients that you care about the community and want to give back.

Media and Geographic Reach

Bike to School Week has been a growing success for the past three years. The initiative is reaching media, students, teachers, and parents across the province

2014 Totals

Registered schools: **82**

Trips logged: average **210** per school

School districts taking part: **16**

For more information, please contact:

Scout Gray
Bike to School Program Manager
HUB: Your Cycling Connection
E scout@bikehub.ca
T 604-558-2002

