



Your **Cycling** Connection

Go By Bike Media Kit

Thank you for helping us spread the word about HUB Cycling's Go By Bike event!

Go By Bike Week Information & Resources:

Key dates: May 25th - May 31st 2020

More information: btww.ca

Event description:

HUB Cycling is excited to launch **'Go By Bike Week: a free digital series of events'**. Go By Bike Week includes a week-long schedule filled with prizes, online events (including classes, tutorials and discussions on active mobility), and partnerships with favourite local organizations to promote cycling as a healthy means of transportation. Participants are encouraged to log their trips in order to be entered to win daily prizes: register today at btww.ca

Although we are unable to celebrate in person this May due to developments surrounding COVID-19, we are excited to still celebrate cycling with you in our online series.

Social Media Info:

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

Instagram: [@HUBcycling](https://www.instagram.com/HUBcycling)

Facebook: [@WeAreHUB](https://www.facebook.com/WeAreHUB)

Suggested hashtags to use

#GoByBike

#GoByBikeBC

#Bike2Work

#strongertogether

Example Social Content

@WeAreHUB 'Go By Bike' Week runs May 25th - May 31st. This free event includes a week-long schedule filled with prizes, online events (including classes, tutorials and discussions on active mobility), and partnerships with favourite local organizations to promote cycling as a healthy means of transportation. To register for free, visit btww.ca.

HUB Cycling wishes to stress that provincial health COVID-19 social distancing rules remain in effect. Please continue to respect all health guidelines for physical distancing and cycle responsibly.

Example images to use

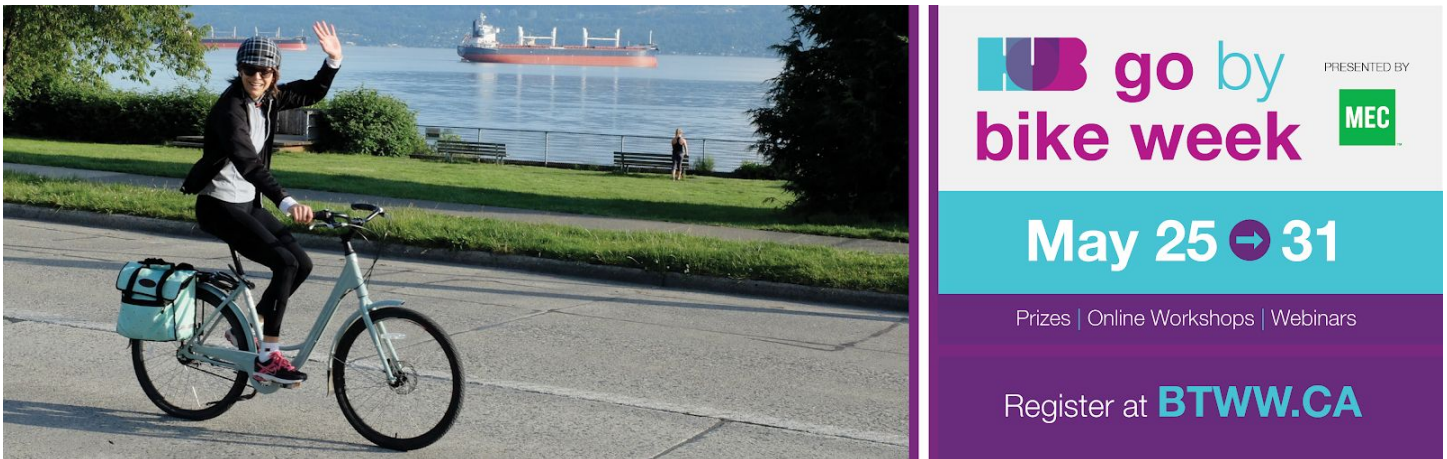
Example social media post images



Example email signature



Example banner image



[Download Social Image 1 - Woman](#)

[Download Social Image 2 - Family](#)

[Download Web Banner](#)

[Download Email Signature](#)