



**15 May 2015**

## **Bike Week to get half a million people cycling this June**

Over half a million people are due to take part in Bike Week (13 – 21 June), the biggest cycling event in the UK. Packed full of events and helpful tips on how you can make the simple switch to cycling, Bike Week 2015 demonstrates that cycling is a really convenient way to get around.

Originating from the Cyclists' Touring Club (CTC) in 1923, this annual opportunity to promote cycling shows how getting on your bike can easily be a part of everyday life. Whether it's for fun, as a means of getting to work or school, to get to the shops or just to visit friends, Bike Week provides a one stop shop of events and inspiration to get you onto the saddle.

With cycling becoming more popular than ever, more and more people are taking up cycling as an easy and efficient way to travel. According to the National Travel Survey, over 4.6 million people cycle three or more times a week.

Cycling has also gained greater prominence in Westminster recently, with Prime Minister, David Cameron expressing his support for cycling in a recent letter to CTC: "I'm a huge cycling fan – a great, fun, healthy and convenient way to get around. I don't get to cycle anywhere near as often as I once did, but my enthusiasm for cycling – either as a sport, as a leisure activity, or as a form of Transport – has not waned".

With hundreds of events planned throughout the UK, Bike Week events span leisure rides, cycle to work 'buddy' rides, and bike breakfasts, with this year's lead theme being 'ride to work'.

National cycling charity, CTC's Bike Week Coordinator, Jonathan Sharpe said "We know that many people ride to work already, but if they don't, Bike Week is the perfect opportunity to start."

"With ambitious plans for cycling to become a regular fixture for millions more people, it's clear that Bike Week has a really important role to play in making us a truly cycling nation".

Laurence Boon, Marketing Manager, Cyclescheme - "Cyclescheme is right behind Bike Week 2015. We'll be telling all of our employers and participants about the great events that are happening across the UK and encouraging our own staff to take to the saddle for a staff ride.

We're also really pleased to see such a packed schedule of everyday cycling events spread across the summer. With the Love to Ride challenge, Bike Week and Cycle to Work Day all encouraging employers and their staff to get in the saddle and enjoy the benefits of a two wheel commute!"



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Sam Robinson, General Manager, Love to Ride - "The National Cycle Challenge is the main event for Bike Week 2015. Anyone, anywhere in the UK can take part. It's a fun, free, and friendly competition between businesses to see who can encourage the most work mates to jump on a bike for just 10 minutes. The aim is to show more people just how easy and enjoyable riding a bike can be. There are great prizes people can win, including new bikes and a trip to New Zealand."

Keith Irving, Cycling Scotland Chief Executive said "Cycling Scotland is delighted to once again be supporting Bike Week. It is an excellent way to learn about cycling for fun, work or fitness and there are events across Scotland and the UK to suit all ages and abilities."

Bike Week will feature weekend rides to help inspire new commuters and get them feeling comfortable with the prospect of cycling to work. There will be Dr Bike maintenance events, bike breakfasts to reward those cycling to work and 'cycling buddies' to help people find routes to work and provide encouragement.

To support those already cycling or new to riding a bike, Bike Week are partnering with the Love to Ride National Cycle Challenge where you can log your trips, set goals, compete against others and win amazing prizes! Register today to start taking part.

**For more information contact the national CTC Press Office on 0844 736 8453, 0778 632 0713 or email [publicity@ctc.org.uk](mailto:publicity@ctc.org.uk).**

#### **Notes to editors:**

1. Bike Week 2015 runs 13 – 21 June 2015. For more information visit [www.bikeweek.org.uk](http://www.bikeweek.org.uk) and follow us on <https://www.facebook.com/NationalBikeWeek> and [https://twitter.com/Bike\\_Week](https://twitter.com/Bike_Week) (using the hashtag #BikeWeekUK)
2. Bike Week 2015 is delivered by CTC, the national cycling charity, in partnership with Cyclescheme and Love to Ride, as part of the European Union Intelligent Energy Programme. The project is also funded through Bike Hub, Cycling Scotland, and Travelwise Northern Ireland, and is supported by British Cycling, London Cycling Campaign, Sustrans, the Association of Cycle Traders and Cyclenation.
3. The National Travel Survey (NTS) is produced by the Department for Transport and is the primary source of data on personal travel patterns in Great Britain <https://www.gov.uk/government/collections/national-travel-survey-statistics>
4. David Cameron wrote a letter of support to CTC's Vote Bike campaign on 23 April. A copy of this letter is available at [https://www.ctc.org.uk/sites/default/files/media\\_library/users/SamJones/cameron\\_response.pdf](https://www.ctc.org.uk/sites/default/files/media_library/users/SamJones/cameron_response.pdf)
5. The Ride National Cycle Challenge is at [www.lovetoride.net](http://www.lovetoride.net)
6. For further information on CTC, the UK's largest cycling charity, visit [www.ctc.org.uk](http://www.ctc.org.uk)

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