



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: October 21st - 27th, 2019

Find details and register free for Bike to Work Week at: 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 40 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 the Baltics! Be part of the change and help make Metro Vancouver a happier, healthier place to live, work and play. Register today at 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 Week - Fall 2019](#)

Example Social Posts

Facebook

@WeAreHUB Bike to Work Week runs October 21st - 27th, 2019. Register free today at www.btwv.ca and get access to free basic bike maintenance, heaps of prizes and support better biking! Registration also makes you eligible for the grand prize trip for two to the Baltics #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 the Baltics! #Bike2Work

Instagram

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

Twitter

Bike to Work week runs October 21st - 27th 2019 across Metro Vancouver. #Bike2Work and support better biking! Register free at btwv.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 btwv.ca #Bike2Work
Workplace awards and individual prizes galore! Celebration stations and online stats to compete with other teams.

Example images to use

Bike to Work Week example web ad



Bike to Work Week banner



Bike to Work Week email signature



Example Newsletter content

Bike to Work Week

HUB Cycling | October 21st - 27th 2019

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 at btww.ca.

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 the Baltics 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! Go to btww.ca to register and log trips.