



Your **Cycling** Connection

## Bike to School Week Media Kit

Thank you for helping us spread the word about Bike to School Week! With your support we hope to encourage over 10,000 students to take part in the event this year! Below you will find important information about the event and sample text for newsletter and social media promotions. Please feel free to use any of the images in [this folder](#) for your promotions.

### About Bike to School Week:

**Event Dates: Mon, September 28 - Fri, October 2, 2020**

Bike to School Week is a fun, free, week-long celebration for students of all ages and abilities. Schools across Metro Vancouver take part by biking to and from school and participating in activities and events at school and tracking their trips. Some schools also choose to track other forms of active transportation like walking, scootering and skateboarding. HUB Cycling offers support such as resources and event ideas, prizes for participating schools, and Bike to School Week packages to make tracking rides easy! This year, the event takes place from September 28-October 2, 2020.

Last year 124 Metro Vancouver schools participated, and were registered by parents, teachers, and administrators. Schools tracked how many individual riders participated as well as student cycling trips to and from school. Together, students took over 32,000 bike trips during the event in 2019. Bike to School Week also takes place across BC under the name Go By Bike for Schools, and schools outside Metro Vancouver can register through Go By Bike BC.

### How to Register:

Parents, teachers, and school administrators can register their school for free on HUB Cycling's website at [bikehub.ca/btsw](http://bikehub.ca/btsw). Please include this link prominently in any Bike to School Week promotions.

### About HUB Cycling:

[HUB Cycling](#) makes cycling better through education, action, research and events. More people cycling means happier, healthier, more connected communities. We're leading the way in making cycling an attractive choice for everyone!

## Example Newsletter Copy:

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Encourage students to bike, walk and wheel to school during Bike to School Week from September 28-October 2! The event is a fun, free, week-long celebration put on by [HUB Cycling](#) to get students excited about active travel. Over 120 schools across Metro Vancouver take part every year! Benefits of participating include students arriving energized and ready to learn, reduced congestion around schools, and an increased sense of school community. Students also benefit from engaging in a tangible green initiative that can be connected to your schools' sustainability curriculum and can win great prizes!

Register your school now at [bikehub.ca/btsw](http://bikehub.ca/btsw)

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SCHOOL NAME is celebrating Bike to School Week this year from September 28 to October 2! We're encouraging students and families to use active transportation for their trips to school all week - walking, biking, scootering, skateboarding, and using mobility aids all help reduce congestion in our school neighbourhood and help students arrive at school energized and ready to learn.

We're also hosting SCHOOL EVENT on DATE, TIME, and we hope that students can BRING BIKES, ETC.

IF LOOKING FOR PARENT VOLUNTEERS, INCLUDE INFO HERE.

LET PARENTS KNOW ANY OTHER DETAILS LIKE WHERE BIKES ARE BEING STORED DURING THE DAY, ANY INCENTIVES BEING PROVIDED, AND CONTESTS OCCURRING.

## HUB Cycling's Social Media & Website Info:

**Twitter:** [@WeAreHUB](#), #Bike2School, #BiketoSchool

**Instagram:** [@HUBcycling](#), #Bike2School, #BiketoSchool

**Facebook:** [@WeAreHUB](#), #Bike2School, #BiketoSchool

Bike to School Week Webpage: [bikehub.ca/btsw](http://bikehub.ca/btsw)

## Example Social Media Posts:

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### Facebook - @WeAreHUB

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With school looking a lot different this fall, help keep your school community strong and connected with Bike to School Week. Bike, walk, or wheel to school from September 28-October 2! Experience the benefits of active transportation: exercise, reduced carbon emissions and a great activity that allows you to maintain a safe 2-metre physical distance. Register your school today at [bikehub.ca/btsw](http://bikehub.ca/btsw) 4K Y5fY<I 6 #bike2school #strongertogether

Most of us have heard of Bike to Work Week - but did you know that your child can participate too? Bike to School Week is a great way to build a habit of active transportation that will last a lifetime while reducing congestion around schools. Register for #BiketoSchoo Week now at [bikehub.ca/btsw](http://bikehub.ca/btsw). 4 K Y5fY<i Vss

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Calling all students, teachers, parents and school administrators - Bike to School Week is back!. Bike, walk, or wheel to school from September 28-October 2 and experience all the benefits of active transportation. Registration is free and open to all Metro Vancouver schools. Register your school now at [bikehub.ca/btsw](http://bikehub.ca/btsw)

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HUB Cycling organizes Bike to School Week to get students excited about cycling, 124 Metro Vancouver schools participated in 2019, did yours? Parents & teachers can register their schools at [bikehub.ca/btsw](http://bikehub.ca/btsw) 4 K Y5fY<i Vss

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Sustainable and active transportation isn't just for adults. Children love biking to school in Metro Vancouver, and HUB Cycling celebrates these mini cyclists with their own event - Bike to School Week takes place September 28-October 2. Register your local elementary school for Bike to School Week here: [bikehub.ca/btsw](http://bikehub.ca/btsw) 4 K Y5fY<i Vss

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It's Bike to School Week in Metro Vancouver and we're celebrating students riding and using other forms of active travel to get to and from school. If you haven't yet, consider biking, walking, or rolling to school with your children this week! 4 K Y5fY<i Vss

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## **Instagram - @hubcycling**

Did you know Bike to School Week is coming up? Kids can ride too! Sign up at [bikehub.ca/btsw](http://bikehub.ca/btsw) 4 \i VVVVb[ ss

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124 schools registered for 4 \i VVVVb[ s Bike to School Week last year - was your child's school one of them? Register your child's school today at [bikehub.ca/btsw](http://bikehub.ca/btsw) #bike2school

Bike to School Week reduces your schools' carbon footprint and allows students to participate in a green initiative at school #teacherideas Register your school today at [bikehub.ca/btsw](http://bikehub.ca/btsw) 4 \i VVVVb[ #bike2school

And we're off - Bike to School Week is happening now and students across #metrovancouver are turning rush hour into riding hour! 4 \i VVVVb[ #bike2school

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## **Twitter - @WeAreHUB**

Help foster active transportation habits by starting early. Register your child's school for Bike to School Week this year, September 28-October 2. [bikehub.ca/btsw](http://bikehub.ca/btsw) #bike2school @WeAreHub

Keep your school community strong this fall with Bike to School Week! Register your school today at [bikehub.ca/btsw](http://bikehub.ca/btsw) #bike2school #strongertogether @WeAreHub

Did you know that @WeAreHUB organizes Bike to School Week the same week as #bike2work Week? Get your child's school involved by registering at [bikehub.ca/btsw](http://bikehub.ca/btsw) #bike2school @WeAreHub

Its Bike to School Week in Metro Van –if you're not already, consider #cycling to get your kids to school this week!  
#bike2school @WeAreHub s

## Example Images for Promotional Use:

[Download Graphics Here](#)



