

## **Bike to Work and School Week** **May 27 – June 2, 2019**

### **Thank you for being a Team Leader!**

Thank you for being a Bike to Work and School Week Team Leader. A Team Leader is someone in the workplace who motivates co-workers to participate in Bike to Work and School Week. As the Team Leader, you can add people to your team in the registration system, or people can register and join your team. As a Team Leader, you help make a positive difference in people's lives. As you watch your teammates make healthier lifestyle choices and choose to cycle instead of drive, you will feel proud of your leadership.

### **Where to Start**

There are many ways to motivate your Bike to Work and School team. Here are some ideas.



### **Pre-Bike to Work and School Week**

- Register your team at [www.biketowork.ca](http://www.biketowork.ca).
- Recruit other avid cyclists to help promote and organize events.
- Hang Bike to Work and School Week posters in your workplace (e.g. in the lunch room, elevators, etc.) to help raise awareness about Bike to Work Week.
- Promote registration through email and your intranet.
- Talk about Bike to Work and School Week at your staff meetings or hold a lunch event to rally your team.
- Distribute cycling maps and safety information.
- Monitor recruitment on your team Dashboard on the Bike to Work and School Week website.
- Send out reminders the week before.
- Follow GoByBikeBC Society on Facebook, Twitter, and Instagram and share their great posts and testimonials.

<https://www.facebook.com/gobybikebc/>

<https://twitter.com/GoByBikeBC>

<https://www.instagram.com/gobybikebc/>

### **During Bike to Work and School Week**

- Monitor teammates' participation through your Dashboard and encourage teammates to log their kilometres, or alternatively Team Leaders can log teammates' kilometres for teammates.
- Organize friendly competitions within your team: who can cycle the most kilometres, who has the longest trip? Who has the hilliest trip? Who can cycle to work the most days?
- Use your promotional prizes from your team leader package.

- Share your team's results daily. Emails are great, but so are posters and display boards that show your progress.
- Share the Bike to Work and School Week event schedule and encourage your team to visit Celebration Stations.
- Have coffee and treats for staff who arrive by bike.
- Watch for daily emails from Angela and Candace with prize announcements and news flashes.



## Prizing

### There are four ways to win prizes:

1. **Team Leader names are drawn daily** and notified via email, then as the Team Leader please draw a member from your team and announce the good news.
2. Names are drawn at the **Celebration Stations**.
3. The **Team Leader package** contains prizes for team members. Get creative and have your own team competition. Ideas are: greatest KM's cycled, most calories burned, most days cycled, most enthusiastic, etc.
4. The Provincial Grand Prize (a trip for two to Portugal!) and the Local Grand Prize (\$500 to a bike shop of your choice) are drawn from online participation. **You MUST register and log at least one trip by bike from May 27 – June 2 to be eligible for the grand prizes.**

## Why get involved?

Cycling to and from work is a great way to incorporate exercise into your daily routine. Research studies show that people who bike to work are **happier and healthier**. Other benefits are:

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| <ul style="list-style-type: none"> <li>🚲 It is fun.</li> <li>🚲 You can win great prizes.</li> <li>🚲 It is a great way to get in shape.</li> <li>🚲 You can save money on gas.</li> <li>🚲 It's good for your heart and lungs.</li> </ul> | <ul style="list-style-type: none"> <li>🚲 You'll feel like a kid again.</li> <li>🚲 You can eat more.</li> <li>🚲 It's good for the environment.</li> <li>🚲 You'll arrive home de-stressed after work.</li> <li>🚲 You'll have more energy.</li> </ul> |
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### Thirty minutes of moderate cycling per day can deliver significant health benefits:

- Lower health care costs.
- Decrease the risk of developing coronary heart disease, adult diabetes, and obesity.
- 30% reduced risk of developing hypertension and overall improved health.



## BODY BENEFITS

- Cycling is easier on the body than many aerobic sports.
- Unlike jogging, cycling is low-impact and does not put stress on your knees.
- In fact, as long as you use correct gearing, cycling can gently strengthen your legs and keep them limber.

## BETTER FOR YOUR LUNGS

- You are exposed to less pollution cycling along a busy road than inside a car (18% less)!
- Many cycling routes are a pleasant distance away from heavy traffic, and pollution levels drop off dramatically even a few metres away.

## STRESS BUSTERS

- Regular exercise can help you manage stress better.
- Sunshine and fresh air can boost your mood and energy.
- Biking is a break from our busy lives and an opportunity to be present.

***Many people find that cycling is as good for their mental health as it is for their physical health!***

## Resources

**Bike to Work and School Week Website**

<https://www.biketowork.ca/north-okanagan>

**City of Vernon Cycling Map**

[https://www.vernon.ca/sites/default/files/docs/transportation/biking/vernon-side\\_1\\_web\\_combined.pdf](https://www.vernon.ca/sites/default/files/docs/transportation/biking/vernon-side_1_web_combined.pdf)

**Bike Sense Manual (Cycling Safety and Rules of the Road)**

<http://www.bikesense.bc.ca/bikesense-manual>

**Safety Tips from ICBC**

<https://www.biketowork.ca/safety>

**Social Media**

<https://www.facebook.com/gobybikebc/>

<https://twitter.com/GoByBikeBC>

<https://www.instagram.com/gobybikebc/>

**Testimonials**

<https://www.biketowork.ca/your-stories>

**Bike to Work and School Week Swag**

<https://urstore.ca/gobybikebc>



**Bike Belles Guide for Women Who Want to Cycle**

<https://www.admin.ox.ac.uk/media/global/wwwadminoxacuk/localsites/estatesservices/documents/travel/Bikebelles.pdf>

**Can Bike Manitoba Video: Traffic Skills 101**

<https://www.youtube.com/watch?v=SSyj5o34Gkg>

## **Contacts**

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