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Bike to School Week Promotional Package

Thank you for helping us spread the word about Bike to School Week. Below you will find important information about the event and sample text for newsletter and social media promotions.

About HUB Cycling:

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

About Bike to School Week

Event Date: May 28 - June 1, 2018

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, scooting 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!

Last year 109 Metro Vancouver schools participated, and were registered by parents, teachers, and administrators. Schools tracked how many individual riders participated as well as how much of student modeshare was cycling. Together students took over 23,000 bike trips to and from school during the event.

Bike to School Week also takes place across BC, and schools outside Metro Vancouver can register through [Bike to Work BC](#).

Registration

Registration for this event is open on our website, link: <http://bit.ly/btswregister>. Please include this link prominently in any social media or website content.

Sample Newsletter blurb

"Encourage students to ride, walk and wheel to school during Bike to School Week May 28 - June 1. The event is a fun, free, week long celebration put on by our partner HUB Cycling to get students excited about active travel. Over 100 schools across Metro Vancouver take part every year! Registration is open now at <http://bit.ly/btswregister>."

Sample Social Media Posts

Please tag us and use the hashtag #btswbc when sharing these ready-to-use posts.

Twitter - @WeAreHub

- Help foster active transportation habits by starting early. Register your child's school for Bike to School Week this year, May 28-June 1st. <http://bit.ly/btswregister> #biketoschool
- Celebrate Bike to School Week at your elementary or middle school May 28 - June 1. To register, and to learn more, check out <http://bit.ly/btswregister>
- HUB Cycling organizes Bike to School Week the same week as #BTWW. Get your child's school involved by registering at <http://bit.ly/btswregister>.
- Its Bike to School Week in Metro Van –if you're not already, considering cycling to get your kids to school this week! #btswbc

Facebook - @WeAreHub

- 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 and reduce congestion around schools. Registration for Bike to School Week is live, visit <http://bit.ly/btswregister>.
- HUB Cycling organizes Bike to School Week to get students excited about cycling, 109 Metro Vancouver schools participated in 2017, did yours? Parents & teachers can register their schools here: <http://bit.ly/btswregister>
- 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 at the same time as Bike to Work Week. Register yourself for #BTWW and your local elementary school for Bike to School Week here: <http://bit.ly/btswregister>
- 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!

Instagram - @hubcycling

- Did you know Bike to School Week is coming up? Kids can ride too! Sign up at bikehub.ca/btsw
- 109 schools registered in Bike to School Week last year - was your child's elementary school one of them? More info and registration at bikehub.ca/btsw
- Bike to School Week reduces schools' carbon footprint and allows students to participate in a green initiative at school #teacherideas More info at bikehub.ca/btsw
- And we're off - Bike to School Week is happening now and students across #metrovancouver are turning rush hour into riding hour. #btswbc

To discuss other ways to collaborate and spread the word about Bike to School Week, please contact:

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