

Who said cycling's not fruity?

The Ministry of Health has more than one reason for being a major funder of the Bike Wise programme.



Bike Wise is designed to encourage New Zealanders to enjoy healthy and active lifestyles through participating in cycling as an alternative means of transport. It also promotes cycle safety and improves cycling skills.

The Ministry's interest in Bike Wise began 14 years ago and came initially from an injury prevention perspective, particularly the need to promote safe cycling for children aged 8–12. Bike Wise has since evolved and the aims and objectives broadened, resulting in a nationwide programme of cycling events and activities taking place across the country during the final week of February each year.

The Ministry's involvement has also broadened to include cycling as a form of physical activity as well as promoting environmental health and sustainability. Its strategic approach to improving nutrition, increasing physical activity and reducing obesity is the Healthy Eating – Healthy Action strategy. Cycling contributes to two of these three goals and addresses multiple health areas as a result.

For Bike Wise Week 2008, the Ministry is encouraging people to give cycling a go, even if it's for the first time. The benefits of cycling are huge – it'll make you feel good, your body will thank you for it and most importantly – it's fun.

Both the Ministry of Health and Land Transport NZ are reviewing the future direction of the Bike Wise programme to ensure its ongoing success. For more information on the Healthy Eating - Healthy Action strategy, visit the Ministry of Health website: www.moh.govt.nz/healthyeatinghealthyaction

Workers gearing up for biking battle

Thousands of workers from across the country are vying for prizes and two-wheeled bragging rights in the 2008 Bike Wise Battle. The competition is heating up with more than 527 teams currently competing from 18 February to 2 March.

Organisations who have managed to get the highest percentage of their staff on bikes by the end of the battle will be in to win great prizes including:

- sumptuous morning teas for you and your work mates
- SPARC sport products and merchandise.

Registrations are still open, so get your work mates to register free online and get cycling!

Sign up now at www.bikewise.co.nz

Don't forget to enter the kms you have biked each day to be in to win one of the daily \$800 Ground Effect Clothing spot prizes.

All Bike Wise Battle participants will go in the draw to win an Avanti Monza and two Avanti Black Thunder bikes!

Bike Wise Battle national prizes and incentives are sponsored by Avanti, SPARC and Ground Effect Clothing.



Fonterra lunchtime Bike Wise Battle ride 2007. © Will Rouse

Two wheels rule on Go By Bike Day

Pedal power will rule this Wednesday 27 February as Kiwis of all ages, shapes and sizes hit the streets on two wheels to celebrate national Go By Bike Day.

Those who give cycling a go on Wednesday will be rewarded with a free breakfast and entertainment in 49 centres from Whangarei to Dunedin.

Go By Bike Day events are being organised around the country by councils, sports trusts, cycle groups and other organisations as part of national Bike Wise Week (23 February to 2 March).

Visit the events section of the Bike Wise website to find out where your local Go By Bike Day event is being held www.bikewise.co.nz/Site/events/default.aspx

Mayors take the lead in cycle-mad city contest

Mayors throughout New Zealand have been calling on their local residents, celebrities and cyclists to join them in the quest for the title of New Zealand's most cycle-mad city or town.

With 39 cities and districts taking part, the challenge promises to be a popular and hotly-contested event for the third year running.

Last year 10,500 cyclists from 26 regions participated. The Cycle-Mad City title was won by Wellington, with Mayor Kerry Prendergast leading nearly 1800 cyclists in a ride around the bays. The Cycle-Mad Town award went to Selwyn District, where 678 riders took part.

Mayoral Challenge events are organised by local councils and cycling advocates, and include spot prizes and free giveaways making them ideal opportunities for parents and their children to participate together. The rides are kept fairly short, and the routes chosen aren't demanding, so anybody can take part.

This year, cities and districts are holding their challenges on Saturdays and Sundays between 16 February and 2 March. For details on your area's Mayoral Challenge visit <http://www.bikewise.co.nz/Site/events/default.aspx> or contact your local council.

The Bike Wise Mayoral Challenge is sponsored by Avanti, Fresh Connection and Dole Superfoods.



Collecting participation information

As part of the Bike Wise 2008 evaluation the project team is interested in collecting event participation numbers. The aim is to gauge national participation levels to assist with future planning. On Monday 3 March all registered event organisers will be sent a link to an on-line form, asking for details about which Bike Wise Week activities they helped organised, and approximately how many people participated in each. If you are an event organiser, please keep a record of approximate numbers attending ALL of your Bike Wise events (e.g. Go By Bike Day, Mayoral Challenge, Community Bike Ride etc) so this information can be collected.

Bike Wise survey

The project team will also be sending out a web survey after Bike Wise Week that asks for feedback on Bike Wise 2008 and the future of the Bike Wise programme. The survey link will be sent to all registered event organisers along with the on-line form (see above) on Monday 3 March. The survey is voluntary but the project team hopes all event coordinators will take the opportunity to provide important feedback.

Bike Wise event photos

Please send us your photos from your Bike Wise events so we can publish them on the Bike Wise website and use them in our Bike Wise promotions and communications. Photos can be submitted on the Bike Wise website.

<http://www.bikewise.co.nz/Site/media/gallery.aspx>

Bike Wise merchandise

Bike Wise still has a range of merchandise items available for purchase on the Bike Wise website:

<http://www.bikewise.co.nz/Site/merchandise/default.aspx>

Make sure you place your orders NOW before they sell out.



Radio advertisements

Bike Wise has purchased nationwide radio advertising to help promote Bike Wise events around the country. To view the radio schedule or listen to the adverts please visit the media section of the Bike Wise website:

<http://www.bikewise.co.nz/Site/media/default.aspx>

Media resources

Media release templates and resources are available for you to use on the Bike Wise website.

<http://www.bikewise.co.nz/Site/media/default.aspx>

The Bike Wise Team wishes you well as you gear up to run your events!



Health and safety - ideas

Have you looked at what potential hazards exist and addressed any health and safety issues?

Health and safety is an important aspect of a safe and enjoyable event. Bike Wise encourages event co-ordinators to put plans in to place to deal with health and safety issues. How extensive these plans are will vary, depending on the size and structure of your event.

Further health and safety information and checklists can be found below on the Sport and Recreation New Zealand (SPARC) website:

<http://www.sparc.org.nz/sport/running-your-club/running-your-club/health-and-safety>

Promote your event of the Bike Wise website!

The Bike Wise website is receiving thousands of visitors every day. If you are coordinating a Bike Wise event make sure you have entered your event details on the Bike Wise website so we can promote it for you.

Visit the below webpage and enter you event details today:
www.bikewise.co.nz/tools/email.aspx?SECT=formevents

Additional promotion ideas

Use one of the media templates on the Bike Wise website to enter your local event details and send it to your local newspapers and radio stations.

Take out an advertisement in your local paper or use the Bike Wise 'radio donut' for advertising on the radio.

Email your work colleagues and friends inviting them to participate.

Invite local celebrities, your Mayor, Councillors and Members of Parliament to attend.



Wairoa Mayor Les Probert surrounded by keen cyclists
© Wairoa District Council

Contact information during Bike Wise Week

We have set-up the following contact support for you to ensure a quick response. Please ensure you clearly detail your requirements and include when you'd like a response by.

All Bike Wise Battle and website enquiries:

Contact **Janine Jeremiah** (JJ) via email:
bikewise@landtransport.govt.nz

All media enquiries:

Contact **Rob Zorn** of Communiqué via email:
rob@communique.co.nz or phone: 04 973 3759 or if
urgent, mobile: 021 726 273

All merchandise enquiries:

Contact **Leanne Veale** of Wickliffe via email:
orderbikewise@landtransport.govt.nz or
phone: 06 358 8231

All poster and co-ordinator kit distribution enquiries:

Contact **Nigel Blundell** via email:
bikewise@landtransport.govt.nz or mobile: 021 229
8659

All sponsorship related enquiries (including distribution of any ABE's® Real Bagels, Dole bananas, Barker fruit spread and chutney and Kraft Philadelphia cream cheese):

Contact **Ginny Morrison** via mobile: 021 419 489

All Go By Bike Day (public events) and Mayoral Challenge event enquiries:

Contact **Paul Eagle** via email at:
bikewise@landtransport.govt.nz or mobile: 021 972 370

All other enquiries (general and urgent):

Via email in the first instance to:
bikewise@landtransport.govt.nz