

Power of the pedal

Over 140,000 Australian workers around the country will hop on their bikes and ride to work for the annual **Ride to Work Day** on Wednesday 14 October.

Bicycle NSW's CEO, Mr Alex Unwin, said the program assists those wanting to try riding to work as an alternative mode of transport.

"It's the only national day, where first-timers and regular bike riders can celebrate the act of riding to work together," Mr Unwin said.

Now in its 3rd year on the national calendar, the annual event not only gets people thinking about bike riding, but encourages them to have a go and experience the multiple benefits.

"You save money, your health and your peace of mind. You arrive to work energised and arrive home unwound from the day," Mr Unwin said.

Thousands of people, of all ages and riding abilities across Australia will attend State and Territory CBD, community and workplace breakfasts held in capital cities and regional areas celebrating riding to work.

This year 141,000 participations across Australia are expected to ride to work on 14 October, a significant increase on last years 110,000 commuters that participated. Workplace across the country embrace the day with 4,500 workplaces expected to register for the day compared to 3,710 workplaces last year.

Registration for the event is free and riders are welcome to attend free community breakfasts held throughout the state.

Participants are encouraged to register their ride on the day at no cost which assists in understanding bike commuter behaviours and campaigning for better riding facilities to councils, local, state and federal governments.

For more information and to register visit www.ridetowork.com.au

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LOCAL PHOTO OPPORTUNITY:

I didn't grow up with a bike. I have always been scared of anything that moves. I did RTW 2008 for the first time. I now bike commute every day, any weather. I'm hooked!

Su, Sydney

A number of riders in your area are gearing up for the challenge like Su.

For more information or to arrange a photo opportunity with a participant in your area, please contact: John Myers, MediaWise, Ride to Work Media Contact, M: 0409 215 120, t: 03 9818 6339