

BIKEWEEK SHOWS HOW CYCLING HELPS IN 5 KEY WAYS

For a quarter of a century, Bikeweek has been a major fixture on the Western Australian recreational calendar.

Now into its silver jubilee year, *Cycle Instead* Bikeweek 2010 will run from Sunday 21 March to Sunday 28 March – eight days of community cycling activities showcasing the five “F’s” that describe the key benefits of cycling:

Fun – riding is an enjoyable and engaging activity.

Fitness – riding is a great way for all ages to be physically active.

Fast – riding can be the most efficient way to get to and from work or school

Free – riding requires no fuel or parking costs and does no damage to the environment.

Friendly – riding is social and connects you with your community.

Organised by Bikewest, in the Department of Transport, the 2010 program will include more than 100 different scheduled activities, beginning with the very popular HBF Freeway Bike Hike for Asthma 2010.

Largely run by community groups, cycling organisations, workplaces and local government authorities, the activities are all designed to promote cycling for recreation or transport and to encourage more people to ride by giving everyone from a novice to an experienced cyclist the opportunity to join in.

As part of this celebration, *Cycle Instead* Bikeweek 2010 will feature a series of bike to work events around WA, which will see some workplaces host a coffee and breakfast where participants can learn more about why cycling is so beneficial.

The annual Cycle to School Day, to be held on Wednesday 24 March, aims to encourage primary and secondary school students to ride their bikes to school, with the hope that many will continue to do so after the event.

Bikewest Acting Manager, Russell Greig, says the 2010 Bikeweek will offer a wonderful opportunity for riders from all walks of life and all age groups to enjoy the pleasure that riding a bike can bring.

“Bikeweek caters for cyclists at every level, from those who only ride occasionally for recreation, to the people who choose a bike as a primary mode of transport or for competitive events,” Mr Greig said.

“Every member of the family from the youngest to the oldest can enjoy riding a bike and gain something from the experience.

“Cycling is a fun, free and fast activity that you can use to get fit and do with your friends.”

Bikeweek also introduces people to the wonderful riding facilities in Perth and our major regional centres. Through its Regional Bicycle Network program, Bikewest has encouraged regional councils to expand their cycling networks and facilities.

Many events have routes that include the growing Perth Bicycle Network – an interconnected web of world-class shared paths and on-road cycling facilities, where families with young children can ride in safety.

“When you combine our great riding facilities with a fairly flat terrain and good climate, it is little wonder that we have increasing numbers of people in Perth riding bikes every year,” Mr Greig said.

“I strongly urge all Western Australians to take the opportunity and get involved with Bikeweek 2010.

“It could be the start of better time for your health, your wallet and the environment.”

A full schedule and timetable of Bikeweek 2010 events can be viewed at the Department’s cycling web address: www.transport.wa.gov.au/bikeweek or contact Bikewest on 08 9216 8313.

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