**Press Release: INSERT DATE 2018**

**INSERT GROUP NAME CELEBRATES CYCLING FOR WOMEN THIS JULY**

INSERT GROUP NAME, in partnership with Cycling UK, is championing women’s cycling this July as the [Women’s Festival of Cycling](https://www.cyclinguk.org/womens-festival) gets underway!

INSERT GROUP NAME based in INSERT LOCATION is organising INSERT NAME OF EVENT OR RIDE on INSERT DATE, aimed at encouraging more women to take part in the healthy, fun and enjoyable activity of cycling.

By inspiring more women to cycle, national cycling charity Cycling UK aims to improve not only their mental and physical wellbeing, but also provide more opportunities for them to experience the friendship and freedom that cycling can bring.

There are several perceived barriers that inhibit many women from trying out or continuing cycling, such as a fear of riding on roads, a lack of confidence in riding ability, and psychological and physical health issues. In reality, these common issues can quickly be overcome with the support and advice of a group.

INSERT NAME from INSERT GROUP NAME said (as a suggestion or use your own quote): “We are pleased to be supporting Cycling UK’s Women’s Festival of Cycling this year, as we know the importance of encouraging more women to take up cycling. We recognise that some women prefer women-specific opportunities and welcome new members, whether they have cycled before or are new to the saddle.”

And if getting out on your bike in (hopefully!) glorious weather wasn’t enough of an incentive, there are some great goodie bags to be had for the first 10 participants who register for each ride or event!\*

Julie Rand, Women’s Festival of Cycling Coordinator, explains: “We have identified that by putting on women-only, female-friendly activities, many more women will have the opportunity to enjoy cycling as an enjoyable, healthy and even life-changing activity.”

Held throughout July 2018, the Women’s Festival of Cycling consists of a series of rides and events taking place across the UK for women of all ages and abilities. From road rides with coffee shop stops to mountain biking and maintenance sessions, there will be something for all women, whatever their ability.

To sign up for an event and find out more visit the website <https://www.cyclinguk.org/womens-festival> or contact INSERT NAME OF X GROUP on INSERT CONTACT DETAILS. \*Subject to Terms and Conditions

**\*\* ENDS \*\***

For more information, contact the press team on 01483 238315 or email publicity@cyclinguk.org

**Notes to editors:**

1. Cycling UK is championing women in cycling with the second year of its ‘Women’s Festival of Cycling’. The campaign is running throughout July 2018, providing a programme of rides and activities which celebrate, support and promote women in cycling and cycling activities for women.
2. For more information: <https://www.cyclinguk.org/womensfestivalofcycling>
3. 25% of Cycling UK members are female.
4. Cycling UK, the national cycling charity, inspires and helps people to cycle and keep cycling, whatever kind of cycling they do or would like to do. Over a century’s experience tells us that cycling is more than useful transport; it makes you feel good, gives you a sense of freedom and creates a better environment for everyone. [www.cyclinguk.org](http://www.cyclinguk.org)
5. 5. In 2007, Cycling UK held a similar festival called ‘Five Miles to Fabulous;’ this initiative encouraged many female cycling clubs and groups to form, many of which are still operating today. To mark 10 years since this initiative, the charity launched the Women’s Festival of Cycling in 2017.
6. Do men cycle more than women?

According to research by Cycling UK’s policy team, the answer is ‘yes’. Statistics for England show:

* In 2015, males (of all ages) made just under three times as many cycle trips as females (25 as opposed to nine);
* Males also cycled around four times as many miles (86 as opposed to 21 for females) ([NTS](https://www.gov.uk/government/collections/national-travel-survey-statistics) 0605);

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* Men are more likely to cycle to work than women. In 2011: 3.9% of male workers cycled to work compared with 1.6% of female workers in England and Wales ([Census](http://www.ons.gov.uk/ons/rel/census/2011-census-analysis/cycling-to-work/2011-census-analysis---cycling-to-work.html)EW); while 2.1% of male workers cycled to work compared with 0.6% of female workers in Scotland ([CensusS](http://www.scotlandscensus.gov.uk/%22%20%5Ct%20%22_blank), Table DC7101SC).