



women's  
FESTIVAL OF CYCLING



Partner Pack

[cyclinguk.org/womensfestival](https://cyclinguk.org/womensfestival)  
#BeYouByBike #WFOC2020

we are  
**cycling**  
UK



## What is the Women's Festival of Cycling?

The Women's Festival of Cycling is taking place between 11-31 July and is delivered by Cycling UK. Women are under represented in cycling; they make up half the UK's population but currently cycle three times fewer journeys compared to men. That's why Women's Festival of Cycling aims to raise the profile of cycling with women and encourage them to give it a go.

As part of the festival, we also celebrate 100 Women in Cycling. This is a diverse list of exceptional women, who promote cycling and encourage others to take part. All the women featured on this list are nominated by other women who feel they are outstanding in their field and inspiring to others.

Of course, this year we've had to look at doing things a little differently in light of the global pandemic and the current social distancing measures in place. Normally, we'd be holding female-friendly bike events across the country, this year however, many activities will be taking place virtually. We'll still be encouraging women to get out on their bikes but safely and following government guidance.

We're seeing many more women out on their bikes, from families making use of more time together to key workers avoiding public transport, we want to capitalise on that renewed interest.

By reminding women of the incredible benefits cycling can have from tackling air pollution and obesity, improving mental wellbeing and ill health from inactivity, we want to make sure cycling becomes a sustained activity when the crisis is over.

**So let's get more women cycling**



Join the conversation **#BeYouByBike** **#WFOC2020**

we are  
**cycling**  
UK



## How could you support The Women's Festival of Cycling?

There are lots of ways you can support the Women's Festival of Cycling. We need your help to encourage your female friends, staff, partners and colleagues to take part in the festival. They can join our online events or simply head out for a ride between **Saturday 11 July to Friday 31 July 2020** and tag their photo **#BeYouByBike**.

Our aim is to get more women cycling across the UK and share their positive stories online about how amazing riding a bike can be.

You can help by taking part and spreading the word about the Women's Festival of Cycling and promoting your own cycling initiatives to raise the profile of the benefits of women's cycling.

### Website

You can find all the information relating to the Women's Festival of Cycling here:  
[cyclinguk.org/womensfestival](https://cyclinguk.org/womensfestival)

And more about our online events here:  
[cyclinguk.org/womensfestival/virtual-events](https://cyclinguk.org/womensfestival/virtual-events)

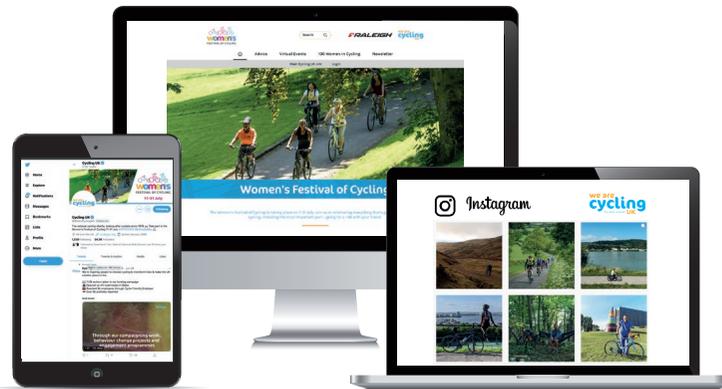


### Hashtags

The theme of the Women's Festival of Cycling in 2020 is **fun, freedom** and **adventure**.

We are using two hashtags across all our social media platforms. These are:  
**#BeYouByBike #WFOC2020**

During the Women's Festival of Cycling, we'll be promoting our digital campaign, #BeYouByBike, where we're encouraging women to head out for a ride and share their adventures using the hashtag **#BeYouByBike**.



### Example posts

Here are some sample social media posts, you can adapt or write your own:

[Insert name] is proud to be supporting @wearecyclinguk's Women's Festival of Cycling to enable more women to give cycling a try. Encourage a woman you know to head out for a ride between 11-31 July and take on their own cycling adventure. Let's get more women cycling.  
**#BeYouByBike #WFOC2020**

We're committed to helping more women to cycle. Join the Women's Festival of Cycling 2020.  
**#BeYouByBike**  
[cyclinguk.org/womensfestival](https://cyclinguk.org/womensfestival)

The Women's Festival of Cycling has begun! Tag a female you know and spread the word  
**#BeYouByBike**  
[cyclinguk.org/womensfestival](https://cyclinguk.org/womensfestival)

Help redress the gender imbalance in cycling. Take part The Women's Festival of Cycling and help someone you know to give cycling a try.  
**#BeYouByBike**  
[cyclinguk.org/womensfestival](https://cyclinguk.org/womensfestival)

Join the conversation **#BeYouByBike #WFOC2020**

we are  
**cycling**  
UK



## 100 Women in Cycling

Every year as part of the festival we highlight **100 exceptional women who promote cycling and encourage others to take part.**

We celebrate inspirational women who are leading by example in this wonderful and life-enhancing activity. Women from all walks of life and every corner of the

cycling world are nominated, from mountain bikers and endurance cyclists to community group leaders, cycling school-run mums and industry entrepreneurs.

During the Women's Festival of Cycling we celebrate our list of 100 Women in Cycling as part of our continuing quest to address the gender imbalance in cycling and inspire more women to give it a try.



The 100 Women in Cycling for 2020 will be announced on the 11 July and you'll be able to view them on our website: [cyclinguk.org/womensfestival/100women/2020](https://cyclinguk.org/womensfestival/100women/2020)

To find out about past winners take a look at our page: [cyclinguk.org/womensfestival/100](https://cyclinguk.org/womensfestival/100)

Join the conversation #BeYouByBike #WFOC2020

we are  
**cycling**  
UK



## Get involved...

### Suggested text: email to staff, supporters and partners

Hello,

The Women's Festival of Cycling 2020 takes place from 11-31 July. Delivered by Cycling UK, the festival will celebrate all that's great about riding a bike, with three weeks of fun digital activities which you can get involved in.

Why get involved in Women's Festival of Cycling?

Men do nearly three times as many cycling journeys as women, and travel more than four times as far. There are many reasons why men cycle more than women and during the festival, Cycling UK aims to address barriers and showcase females who enjoy and benefit from cycling, to encourage others to give it a go.

Throughout the festival there'll be a series of events and a digital campaign to inspire more woman back onto the saddle.

[Insert organisation name] will be taking part in the Women's Festival of Cycling and is asking if you'll join us in dedicating just a short period of time to encourage a woman you know to take part.

Cycling is a well-loved activity that's enjoyed by millions of people across the UK. If you already go on regular cycle rides, why not encourage a woman you know to go on a socially distanced ride with you, or inspire a friend, family member or loved one to take a little trip outdoors? Help us spread the message, that cycling is for everyone and is also brilliant fun.

To find out more about the Women's Festival of Cycling and how you can get involved visit [cyclinguk.org/womensfestival](https://cyclinguk.org/womensfestival)

### Happy cycling – visual assets & video

Help more women to cycle. Amplify the Women's Festival of Cycling message via your social media channels. Assets will be provided alongside this pack or further images or information please email [womensfestival@cyclinguk.org](mailto:womensfestival@cyclinguk.org)



Join the conversation #BeYouByBike #WFOC2020

we are  
**cycling**  
UK



**women's**  
FESTIVAL OF CYCLING

**RALEIGH**



[cyclinguk.org/womensfestival](https://cyclinguk.org/womensfestival)

#BeYouByBike #WFOC2020



Cycling UK | Parklands | Railton Road | Guildford | Surrey | GU2 9JX

Cyclists' Touring Club (CTC) a company limited by guarantee, registered in England no: 25185  
Registered as a charity in England and Wales charity no: 1147607 and in Scotland charity no: sco42541

we are  
**cycling**  
UK