Dr. Damien Ó Tuama
National Cycling Coordinator
Irish Cycling Campaign

“Reframing the message”

Cycling UK Conference
Reading, 14.11.2026



Irish Cycling Campaign

Two kids.
One bike lane.
Zero meltdowns.



School run champion
Join today.

Irish Cycling Campaign

No petrol.
No parking.
No panic.



Own your ride

Join today.

Irish Cycling Campaign

No age.
No worries.
No apologies.



These wheels don't age
Join today.


No age.
No worries.
No apologies.

Thank you!

