**PRESS RELEASE (INSERT DATE)**

**SIGN UP TO BIKEABILITY CAMPAIGN - #CYCLEMORE2020**

**Play your part to reduce congestion, CO2, and improve air quality and road safety in your local neighbourhood – pledge to cycle more in 2020**

(INSERT YOUR ORGANISATION) is getting behind the recent Bikeability campaign to encourage families to swop some of their daily journeys to bicycle trips – whether to get to work, to school, for fun at the weekend.

Make a New Year pledge to get out riding more as a family in 2020 and put your Bikeability cycle training skills to good use! And encourage your friends to get involved too.

(Insert name of spokesperson, their position) says, “*Cycling offers an unrivalled way to spend quality together as family, whilst also being both physically and mentally beneficial to all riders, so put family time first this year; grab your bikes and make cycling part of your everyday lives.’*

To help children and families to put their Bikeability skills into practice, have fun and get cycling more in 2020 there’s a whole lot of advice and general hints and tips on the [Bikeability website](https://bikeability.org.uk/cycle-more/cycle-more-2020/), as well as pledge buttons that you can download and share with your friends to let them know about your New Year pledge!

Keep an eye on the website too – over the course of 2020 there will be lots more information, competitions with great prizes and ideas for how to **CycleMore2020.**

And you can take inspiration from Harry, a Bikeability Ambassador who has pledged a whole range of things: (Insert as many / few of these as you wish)

*“- to be a kinder, more forgiving and more generous cyclist and road user  
- to train and support local kids to be on their bikes more   
- to engage with my local council over their plans and actions to enable and encourage more cycling in the city, to use the infrastructure and give feedback on it  
- to be a role model and example to my friends and family that bikes are a real alternative to cars  
- to promote the idea that (unless people are restricted by health or dependency issues) journeys under a mile are better on foot and journeys under three miles are better by bike.”*

As David Attenborough says (<https://www.bbc.co.uk/news/science-environment-51123638>) we have to tackle climate change. It’s clear that cycling reduces emissions and is a great way to get around for short journeys. Pledge to **CycleMore2020** and collectively we can make a difference!

**Notes:**

* Bikeability is the UK government’s cycle education programme, underpinned by the National Standard for cycle training; a set of principles for better and safer cycling. Bikeability is an improved, updated and more relevant version of the old cycling proficiency scheme, delivered by professional instructors throughout England.
* To help you **CycleMore2020** please visit the Bikeability website where you will find lots of information about cycle training and general hints, tips and inspiration for families keen to cycle more: <https://bikeability.org.uk/cycle-more/cycle-more-2020/>
* (INSERT PARAGRAPH ABOUT YOUR OWN ORGANISATION / PROVIDE CONTACT DETAILS for more information about CycleMore2020 or Bikeability training in xxxx)

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