
NZ Transport Agency

29 January 2009

Get rolling for Bike Wise Month

This weekend marks the start of New Zealand's annual Bike Wise celebrations, with events planned throughout the month of February to entice people out of their cars, off their couches, and onto their bikes.

The Bike Wise programme is aimed at lifting cycling's profile and getting more Kiwis to re-discover the joys of biking. The annual celebration has become so popular that a full month is now needed to accommodate hundreds of events nationwide.

Bike Wise is growing more popular every year as New Zealanders look for ways to become more active, save money and help the environment. Cycling is a perfect way to do all of those things. Bike sales are up and the increase in people cycling to work is noticeable in many places.

Bike Wise events put the emphasis on fun, and they're designed to suit anyone. You don't have to be a hardened pro or own any special gear. Just roll out your bike and head along to an event near you.

Organised events include Go By Bike Day (Wednesday 18 February) when New Zealanders are encouraged to leave their cars at home and 'go by bike' instead. Free breakfasts and entertainment for cyclists have been co-ordinated in more than 50 centres.

The Bike Wise Battle will take place throughout the month of February, with companies, organisations and departments competing to get as many staff as possible cycling. More than 300 teams have already registered for the Battle, and those with the highest percentage of participation will win vouchers for morning tea shouts. There are also daily spot prizes and Avanti bikes to be won.

More than 50 towns and cities will compete for the title of Cycle Mad City as part of the annual Bike Wise Mayoral Challenge. The aim is to get as many people as possible riding along with the local mayor on a fun bike ride. Points are earned for each participant, with bonus points given for participating celebrities.

Bike Wise Month is funded by the NZ Transport Agency and the Ministry of Health. Activities are coordinated around the country by schools, councils, sporting groups and many others. Details of Bike Wise events in your area are available from www.bikewise.co.nz/Site/events.

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