

Ace your ride



Bike To Work Day

June 25, 2025

Pledge to ride!
[BikeToWorkDay.co](https://www.biketoworkday.co)



Introduction



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Agenda

- About Bike to Work Day
- 2024 event highlights
- Ace Your Ride theme
- Promote Bike to Work Day
- Get involved
- Order free apparel
- Questions?



About Bike to Work Day

- Annual event on the fourth Wednesday each June.
- Organized by Way to Go, a program of the Denver Regional Council of Governments.
- Second-largest event of its kind in the nation.
- Inspires long-term behavior change.
- Improves air quality and reduces traffic congestion.

Help us get a good turnout on June 25!



2025 theme: Ace your ride!



Bike to Work Day riders, whether repeat or first-time participants, enjoy the structure of Bike to Work Day.

We can help commuters “ace their ride” by providing support.

Way to Go encourages riders to bike wherever, not just to work.

Playing card imagery evokes a sense of fun, reminding people that biking is an enjoyable recreational activity.

2024 event highlights



Help Way to Go beat our 2024 numbers!

- **19,000** riders.
- **256** stations across the Front Range and Western Slope.
- **532** active businesses in the Business Challenge.
- **25%** of riders participated for the first time.

On Bike to Work Day, riders eliminated **728,787** vehicle miles traveled. Participating in Bike to Work Day increased a rider's likelihood of commuting by bike by **5%**.

How Way to Go promotes Bike to Work Day.

- Email campaign reaching 80,000 subscribers.
- Social media posts promoting rider and station registration.
- Paid social media advertisements on Meta and LinkedIn.
- Out of home marketing including RTD buses and signage.
- Personalized employer support.
- One-on-one outreach to businesses.
- Event inclusion in local calendars.
- Cool prizes and giveaways!



Supporting local employers.



Connect Way to Go with employers in your region. We can help:

- Organize **group rides**.
- Host a lunch and learn about **bike safety**.
- Offer employees **free route planning**.
- Organize a **flat repair workshop**.

...and more!

Help Way to Go get the word out.



- Ask your jurisdiction to promote Bike to Work Day.
- Add the June 25 event and the **BikeToWorkDay.co** link to calendars, websites and newsletters available to the public.
- Drop off Bike to Work Day posters at parks, libraries and recreation centers.
- Distribute posters to local businesses.
- Promote the event on your personal social media.
- Visit our Open House on May 22!
- Participate in a Way to Go group ride.

Download materials.



Ace your ride

Feeling lucky? Pledge to swap your daily drive with a bike ride for a chance to win a fun prize!

Go all in, reshuffle your routine and bet on the bike lane this **June 25 for Bike to Work Day.**



One **grand prize winner** will enjoy a **three-night stay in Estes Park** courtesy of **Expedition Lodge** and **complimentary rental of two foldable e-bikes** to explore town courtesy of **Hardt Family Cyclery.**

Other prizes include tickets to **AEG shows and Colorado Rapids games, game night packs, Po Campo Wave bags** - and more!

Register to enter. No purchase needed.



Pledge to ride at BikeToWorkDay.co



If you need digital accessibility assistance, submit a request at drcog.org/access or call 303-455-1000. Please expect a response within 72 hours (three business days).

waytogo Program of drcog **RAARC** Recreation Area Access Council

Scan or visit bit.ly/BTWD25BOD to download marketing resources.



Encourage businesses to host stations.

- Create a fun and supportive environment for residents!
- Highlight bicycle infrastructure in your area.
- Show riders different ways to get to your business.
- Support better air quality.





Become a sponsor!

Provide cash or in-kind support of Bike to Work Day to see your jurisdiction featured on Bike to Work Day merchandise, the website and eblast and tangible event materials.



Order your free Bike to Work Day merch!



Scan or visit bit.ly/btwd25-merch-su to order your complimentary Bike to Work Day shirts or hats.



Thank you for your support!



Ace your ride



Questions?

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