

Pledge to ride!

BikeToWorkDay.co

Winter **Bike to Work Day** Friday, February 14, 2025



About Winter Bike to Work Day 2025

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Agenda

- About Way to Go.
- Winter Bike to Work Day.
- 2024 participation numbers.
- Connect local businesses with Way to Go.
- Deliver posters.
- Use social media to promote the event.
- Pledge to ride!



About Way to Go

Way to Go is a partnership between the **Denver Regional Council of Governments** and eight metro-area transportation management associations.

The program **reduces traffic congestion** and **improves air quality by:**

- Conducting employer outreach.
- Surveying commuters to determine travel habits.
- Hosting annual challenges and events.



About Winter Bike to Work Day

- Annual international celebration held the second Friday of February.
- This year, takes place on **Friday, February 14.**
- Recognizes bicycle commuters.
- Registered riders can win prizes.
- Gives businesses a reason to celebrate!



On February 9, 2024...

- Way to Go celebrated the **eighth annual winter event**.
- **4,437 cyclists** participated in Winter Bike to Work Day in 2024.
- About **500 pledges** were first-time participants.
- **72 stations** welcomed riders.

Help Way to Go drive even more participation in **2025!**



Connect Way to Go with local businesses.

Way to Go is here to help employers get themselves – and their teams – ready for **Winter Bike to Work Day.**

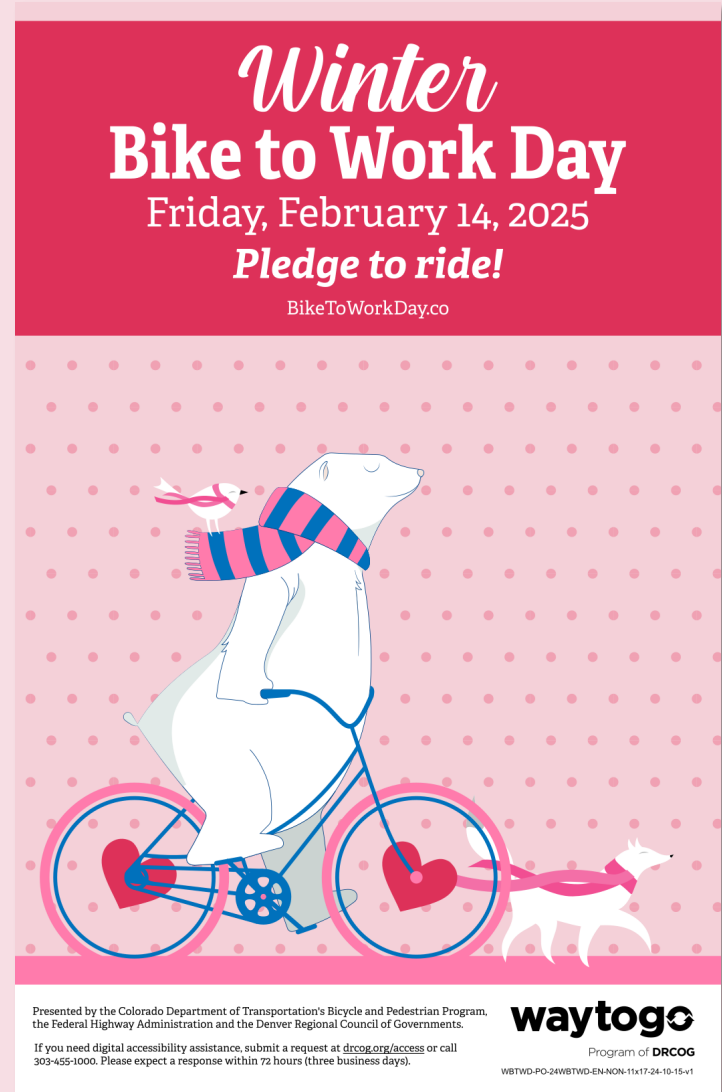
- Provide station planning support.
- Host bike workshops for staff.
- Assist commuters in planning their bike route.
- Deliver Winter Bike to Work Day materials to local governments, economic development organizations and Chambers of Commerce.

Encourage organizations to contact WayToGo@drcog.org.



Drop off posters.

Take posters to display at local businesses like coffee shops, bookstores, restaurants and retailers including bike shops and stores that sell outdoor recreational products.



Share updates on your social media.

Leverage your personal social media to let your followers know about **Winter Bike to Work Day**.

- Download graphics and messages at bit.ly/wbtwd25board.
- Use hashtags **#WBTWD25** and **#WinterBikeToWorkDay**.
- Tag Way to Go on Facebook and Instagram.

Connect your local government's public information team with Way to Go for tips on how to promote the event.



Pledge to ride!

If you're planning to participate by swapping a ride in your car for a ride on two wheels, pledge to ride!

Sign up at [BikeToWorkDay.co](https://www.biketoworkday.co) or by scanning the QR code.



Thank you!

Visit **BikeToWorkDay.co** to pledge to ride.

Contact Way to Go for support by emailing WayToGo@drcog.org.

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).

