# Sample Messages and Ideas For Bicycling and Walking to Work

## Summertime Promotional Ideas

Hold a lunch time walk to get employees to think about walking. In conjunction, hold an ugliest sneaker contest during the walk. The employee with the ugliest sneakers gets a prize, like a gift certificate to a shoe shop or free latte at a coffee shop.

Hold a “work your heart” event for employees who walk, run, bicycle, rollerblade or skate board to work. Reward participants who use a healthy commute alternative at least 25% of the time during the month with a special gift or gift certificate.

Have a “Bicycle Buddy” mentoring program. Ask experienced bicyclists to “buddy up” with someone interested in giving bicycle commuting a try. Challenge employees to do the “Ride Thing.” If they bike to work reward them with a treat or hold a prize drawing for one larger item.

## Summertime Sample Message

### Walk and Roll this Summer!

For trips up to 5-miles, bicycling is usually the fastest way to travel within the city. For low-cost, efficient urban transportation, bicycling and in-line skating are hard to beat. So, get the bicycle tuned up, pull out those roller blades or sneakers from the closet and get ready to walk and roll.

All employees that make the choice to Travel Green in August by walking or bicycling to work will be eligible to win in a special drawing for 1 of 5 - $25 Sports Authority gift cards. In addition, all employees that use any kind of commute alternative will go into two drawings including the grand prize drawing for a $100 Sports Authority gift card and another one for 5 - $25 gift cards.

<Insert your worksite’s information on showers, lockers and bicycle racks> I can help get you started, just give me a call at <insert number> or stop by my desk.

### Save, Save, Save!!

Save money on gas, save money on insurance, save money on car maintenance, get healthier and the chance to win prizes. Bicycling and walking is not just about staying fit and healthy. When you hop on your bike or put your sneakers on, you are reducing traffic congestion, wear and tear on the roads and reducing the need for more roads and parking. You are also helping to keep our air clean and neighborhoods quiet, while saving, saving, saving. Plus, you can win Sports Authority gift cards when you participate and fill out your commute calendar at MyCommute.org. It doesn’t get much better than that!

Need help getting started? I can help, just give me a call, shoot me an email or stop by my desk. I’m more than happy to get you pedaling in the right direction.

### The Perfect Time!

It’s the perfect time of year to get some exercise and get to work – all at the same time! The great thing about bicycling or walking to work is that it’s physically and mentally healthy! While you’re working your heart, you can enjoy the scenery that often gets missed when you’re stuck inside a vehicle.

I can help get moving in the right direction, just give me a call at <insert number> or stop by my desk. You can also visit MyCommute.org for more information.