



Friday 9<sup>th</sup> October 2009

## **MEDIA RELEASE**

# **BIKES BREAK DOWN THE BARRIERS! PREPARE NOW FOR NATIONAL RIDE TO WORK DAY**

Hobart City Council General Manager Mr Nick Heath is very happy to encourage Council employees to ride their bicycles to work.

"Riding to Work is a great way to start the day and riding home after work is a great way to get the exercise health professionals tell us we need for our wellbeing", Mr Heath said.

"The Council and many other organisations around town have Health and Wellbeing programs for employees, riding to work can play an important role in these programs."

The National Ride to Work day, on Wednesday October 14<sup>th</sup> is coordinated through Bicycle Victoria and is a behaviour change program that encourages workers to feel good and have fun by commuting to work by bicycle. Participants can experience the health, financial and environmental benefits of riding.

The Ride to Work program estimates that more than 110,000 Australian workers participated in National Ride to Work Day last year, a 26% increase in registrations over the previous year.

"In Tasmania we have several high profile Ride to Work Day Ambassadors, Mr Heath noted, including ABC local radio's Andy Muirhead, Assistant Brewer Stuart Ritchie from Moorilla's Moo Brew and Calvary Health Care Tasmania's Chief Executive Officer Michael Krieg. We are privileged to have these high profile people all supporting this annual event which gets people thinking about cycling and encourages them to have a go."

At the Mawson Place breakfast on the Hobart Waterfront (Corner Davey and Argyle St) Andy Muirhead from ABC local radio will be broadcasting live from



There will be lots of **free food and hot beverages** thanks to Bakers Delight, Vaalia yoghurt, Bananas Australia, Hobart City Council & CyclingSouth. **Cycle Angels** will be on the main cycle routes into Hobart to provide support and encouragement. ABC radio is also providing Helmet Hair Repair.

On the eastern Shore, There is a breakfast at Rosny Barn behind Eastlands adjacent to the golf course (off Rosny Hill Rd), where there will be giveaways and goodies for commuter cyclists who attend.

What better way to kick start spring and cycling to work than with the annual Ride to Work Day. On Wednesday 14 October join the growing number of commuters that choose to ride to work.

Ride to Work is behaviour change program that encourages workers to feel good and have fun by commuting to work by bike and experiencing the health, financial and environmental benefits of riding.

Whether you're a regular bike commuter or a first-time rider, it's time to start thinking about National Ride to Work Day, to be held next Wednesday.

For further comment contact:  
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