

**PRESS RELEASE:**  
**“Feel Bengaluru Cycle Day” November Edition**

**WHAT: “Feel Bengaluru Cycle Day” November Edition**

Join your fellow citizens for the November edition of the “Feel Bengaluru Cycle Day”! Enjoy the mist, the trees and the greenery at Cubbon Park. Ride around in the cool morning breeze. Chat. Meet your friends. Exchange stories with fellow cyclists. Experience the streets of Central Bangalore like never before!

Event Highlights

- 7 km Cycle Rally starting at the Library in Cubbon Park and proceeding in and around the park
- Inauguration by Mayor of Bangalore
- Participation by Army Jawans
- 250 Cycles available for rent (Free)
- Cycle Maintenance workshops by BumsOnTheSaddle, stall by Decathlon
- Drawing Competition for Children – Theme: “What does Cycling mean to you?”
- Photography Contest – Best Submissions to be put up on Facebook with winner determined by most number of votes
- Free milk for cyclists courtesy of KMF
- “Ideabox” for suggestions from participants for future events
- **2000+ Participants expected**



Notes from October “Feel Bengaluru Cycle Day”

The first ‘Feel Bengaluru Cycle Day’ was organised on October 27<sup>th</sup>, 2013. The turnout was phenomenal. More than 1200 cyclists turned up at Cubbon Park for a 5 kilometre ride – the largest number of cyclists Bangalore has ever witnessed in one place! Participants spanned the entire spectrum of cyclists – from committed cycle evangelists to weekend leisure riders, from families with children learning to ride for the first time, to the elderly rediscovering the joy of cycling. The event also witnessed the first step in making Bangalore a more cycle friendly city – 4 cycle parking stands were installed at Cubbon Park by the Mayor of Bangalore.

**WHEN: 24<sup>th</sup> November, 2013, Starting @ 7:30 AM**

‘Feel Bengaluru Cycle Day’ events will be held on the last Sunday of every month.

**WHERE: Cubbon Park, near Central Library**

- Event participants will gather near Central Library, the starting point of the 7km Cycle Rally.
- Cycle Rentals will be available at the KSLTA Stadium in Cubbon Park
- Cycle Maintenance Workshops will occur at multiple locations along the Cycle Rally Route

**WHY: Making Bangalore a cleaner, greener, healthier and congestion free city!**

The Cycle Day campaign aims to make cycling mainstream again, to effect a dramatic increase in the usage of cycling for commuting, shopping and leisure, and to promote cycling as a green, healthy

and safe alternative to motor vehicles. At the same time the campaign aims to provide our government partners with the public support and impetus needed to create an enabling environment for cyclists through the planning and development of cycle lanes, cycle rental schemes, city-wide cycle parking stands and so on.

Cities in which more and more people cycle and walk to work, for shopping and for recreation, experience reduced congestion, fewer traffic accidents, better air quality and other improvements in quality of life. We want to make this a reality for Bangalore!

**WHO: An Innovative Coalition of Government Agencies, Citizen Groups, Cycling Communities and Private Sector Companies**

The Cycle Day Campaign has been conceptualised and planned by a diverse group consisting of ordinary Bangalore Residents and government departments. They include:

- Directorate of Urban Land Transport (DULT) [Anchor]
- Bangalore Traffic Police
- Department of Horticulture
- BMTC
- BMRCL
- Citizen Volunteers from various community groups and non-profit organisations

**FUTURE EVENTS:**

Once we establish a sizable community around Cycle Day campaign through early events, the Cycle Day team plans to organize more and different type of events. A key event the team is in the process of detailing is an ambitious "Open Streets" day in Bangalore. Tentatively scheduled for January 2014, the plan is to block a certain section of roads to motor vehicle traffic and to throw open the streets to cyclists, pedestrians and other non-motorised transport users. In addition to creating a safe environment for cyclists and pedestrians to enjoy their streets, we will also hold a series of activities, workshops and games to engage participants of all ages and from all backgrounds.

The message we want to send is simple: streets are for everyone, not just for motor vehicles. We want people to re-boot their relationship with streets, to ensure that all users have an equal claim to road space and the right to use streets safely. The experience of cycling and walking on streets in a safe, comfortable and enjoyable manner will hopefully play a significant role in ensuring more and more Bangalore residents use these options for their work or leisure travel needs. At the same time we hope that by bringing increased attention to the needs of these users, the campaign would catalyse the transformation of Bangalore into a truly cyclist and pedestrian friendly city.

**CONTACT:**

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