
GLOBAL RIDE TO RIO – THE WORLD-WIDE ACTION WEEKEND

Template for Activities in Cities Around the Globe

Objective:

The objective of the Global Ride to Rio campaign is to propose tangible action towards global sustainable development, to maximize public involvement and media awareness, and to seek commitment from decision makers at and around the Earth Summit in Rio on June 20 to 22. The main message is that fostering bicycle use worldwide is a concrete, practical and extremely effective activity with a wide range of positive effects in all dimensions of sustainability. All details are described in the campaign's communiqué "Save our Future: Cycle!" and on www.global-ride-to-rio.org.

The objective of the worldwide action weekend on June 16 and 17 is to support this campaign, with public activities, media involvement and global solidarity just before the Earth Summit in Rio. Participating communities will become part of sending a strong united message to the decision makers at the summit, resounding from all directions around the globe. Activities will have to do with the support of bicycle mobility, will be presented at the website, and may be labeled as part of the campaign.

Thanks to all for making this happen!

City/Region/Country; Exact Location:

Munich (Bavaria, Germany); Odeonsplatz

Date and Time:

June 16, 12:00 (30 minutes event, then ride to the airport; departure at 18:05)

Teaser/What is Happening:

A "Bicycle Symphony" framing the Lord Mayors public signing of the communiqué

Local Caretaker(s):

Elke Jorzyk; Project Manager Innovationsmanufaktur; ej@innovationsmanufaktur.com

Natalie Neumann; Event Coordinator; natalie_neumann@yahoo.de

Main Promoter(s):

Christian Ude, Lord Mayor, City of Munich
Hep Monatzeder, Mayor, City of Munich
Manfred Neun, President, European Cyclists' Federation
Claudio Cornelius Kreusch, World-class Jazz pianist

Brief Description of the Action:

As part of the festivities commemorating the foundation of the City of Munich, on June 16 the Lord Mayor, Christian Ude, will sign the communiqué in a public event on stage at Odeonsplatz, a beautiful historic place in the heart of Munich. The president of the European Cyclists' Foundation, Manfred Neun, and other local celebrities will join in and demonstrate by their very presence the importance of this activity and the campaign.

The ceremony will be framed by a brief concert and a bike symphony composed by one of the world's best jazz pianists; Cornelius Claudio Kreusch, with an interactive part using bicycle bells of all the audience.

The objective and importance of the campaign will be briefly introduced by the initiator, Eckehard Fozzy Moritz, director of Innovationsmanufaktur, who will after the ceremony bike with all signatures collected in a small convoy to the airport, to directly travel to Rio and present the campaign, its objectives and the global support at and around the Summit.