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# 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](http://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:

Rio de Janeiro, Brazil; Mt Lebanon Club

### Date and Time:

June 17

### Teaser/What is Happening:

Illustrative Presentation of the Campaign at the B4E Conference: "Big Ideas for a Sustainable Future"; [www.b4esummit.com/upcoming/b4e-rio-2012/](http://www.b4esummit.com/upcoming/b4e-rio-2012/)

### Local Caretaker(s):

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## **Brief Description of the Action:**

“Riding in” directly from a public event and signing of the communiqué by the Lord Mayer in Munich; the initiator of the campaign, E.F. Moritz, will be introducing the objectives of the campaign and the opportunities related to it. The campaign is sort of home to a number of “big ideas for a sustainable future”; Moritz will put to discussion how the impact of fostering bicycle mobility on sustainable development can be maximized.