
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:

Virpiniemi Sports Institute, Haukipudas/Oulu, Finland
Hiihtomajantie 27, FIN-90810 Kiviniemi

Date and Time:

Sunday, 17th June at 2 pm – 4 pm

Teaser/What is Happening:

Promoting biking and Virpiniemi bicycle routes

Local Caretaker(s):

Pekka Hämäläinen, head master/ managing director
Virpiniemi Sports Institute
info@virpiniemi.fi, www.virpiniemi.fi

Main Promoter(s):

Petteri Ellilä, PK Team (local mtb association)
Joonas Koskelainen, street racer

Brief Description of the Action:

Our aim is to promote bicycling and local facilities for bicycling.
We'll organize different non-competitive bike trips in Virpiniemi area on Sunday, June 17th.
Trips start at Virpiniemi Sports Institute. Some of the trips follow the new bicycle lanes connecting the near-by municipality centre and villages; other trips use the Virpiniemi forest tracks. Additional recreational and entertainment activities are organized at sports institute during the event.

How does it Connect to the Global Ride:

We'll send the bulletin to local newspapers and radio stations. We also publish the event on our web site and facebook profile.

How can People Participate:

Anybody can participate: we offer different trips according to interests, skills and aims of the participants. And those who don't want to ride the bike, can participate in the additional activities.