

# GLOBAL RIDE TO RIO – THE WORLD-WIDE ACTION WEEKEND

## 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:

Paterna (Valencia, Spain); The Central Park.

## Date and Time:

June 14, 18:00 (1 hour)

## Teaser/What is Happening:

Under the slogan "**The bikes are for the summer**", the Municipality of Paterna in collaboration with MOVUS organize the **Kids Bike Festival** configured as a course designed for kids between 9-13 years on all aspects of cycling safely and enjoyably on the road. The course will take place in the beautiful "Central Park" of Paterna.

## Local Caretaker(s):

Arturo Galisteo; Mobility Manager Municipality of Paterna; [galisteo.art@ayto-paterna.es](mailto:galisteo.art@ayto-paterna.es)

Paloma Moya; R&D Manager Movilidad Urbana Sostenible, SL; [pmoya@movus.es](mailto:pmoya@movus.es)

## Main Promoter(s):

Lorenzo Agustí Pons, Mayor City of Paterna

Mauro Fiore, General Manager of MOVUS, operator of the [Bikesharing System MIBISI®](#) in the metropolitan area of Valencia city.



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

Under the slogan “**The bikes are for the summer**”, the Municipality of Paterna in collaboration with the company MOVUS, organizes the **Kids Bike Festival** which will be based on a training course designed for kids between the ages of 9 and 13 years on all aspects of cycling safely and enjoyably on the road. The course will take place in the Central Park of Paterna and will introduce children to key bicycle handling skills necessary for safe riding, as well as correct helmet use and preventing bicycle thefts.

The Festival will begin with a brief presentation of the objectives of the Campaign by the main promoters of the event. In particular the Major of Paterna city will sign the communiqué. The participants will be a representative number of students proceeding from different schools of Paterna and will use bicycles of the MIBISI system, the public bikesharing system operated by MOVUS in Paterna (electric bicycles will be also used during the course).