Bike Your Park Day Toolkit

REGISTER NOW!
BIKEYOURPARKDAY.ORG

BIKE YOUR LAST SAT. IN SEPT. PARK DAY

SEPT. 26, 2020
Adventure Cycling Association
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What is Bike Your Park Day?

The fifth annual Bike Your Park Day will take place on September 26, 2020 to encourage and promote bicycling in parks and public lands. National Public Lands Day also takes place on September 26, and Adventure Cycling encourages Bike Your Park Day participants to engage in a stewardship project as part of their Bike Your Park Day ride. In the past four years, over 50,000 people participated in more than 5,000 rides in all 50 U. S. states and over a dozen countries. (Check out the full 2016, 2017, 2018, 2019 reports.)

The adventure continues in 2020 - we hope you’ll join us! The idea is to inspire people across the country to discover nearby parks and public lands by bicycle on the same day to promote bicycling as a healthy, sustainable way to travel and recreate. Participants can design their own ride of any distance and type of cycling, as long as it’s to or in a park or public land. They can go with family and friends or solo. Registrants can choose to make their ride private or open it up for others to join. Then they register their ride at no cost, and all registered Bike Your Park Day rides taking place around the world are included on an interactive map.

Adventure Cycling encourages individuals and organizations such as parks, public lands, bike clubs, bike shops, tour companies, bicycle/pedestrian advocacy groups, outdoor- and recreation-focused organizations, and tourism agencies to participate in Bike Your Park Day. They may choose to promote Bike Your Park Day to their audience (members, customers, etc.) by encouraging them to participate or they can plan and register a ride. See page 4 for more info on how to participate and for downloadable promotional resources (also available at BikeYourParkDay.org).
Why Bike Your Park Day?

Bike Your Park Day is inclusive and fun. Bike Your Park Day is for people of all ages and can be a challenging century ride with friends or a mile on a bike path with a young family. It can be a mountain bike ride, a road ride, and it can include a train, bus or ferry to expand your mileage. Participants can start at their house and ride to the park or they can drive to the park and start their ride there. Invite your friends and family, including young kids and grandparents. Anyone can be part of Bike Your Park Day!

Bicycling is growing in popularity as a form of recreation, tourism and active transportation and brings many benefits to people, parks, and nearby communities. It introduces people to a healthy, affordable, active, and family-friendly way to explore their parks and public lands. Encouraging bicycling also reduces congestion, demand for parking, and environmental and wildlife impacts in parks and public lands. The goals of Bike Your Park Day are to:

- **Encourage** people to explore parks and public lands by bicycle, which is a healthy and affordable activity that people of all ages, abilities, and backgrounds can participate in.
- **Connect** different demographics of visitors to parks and public lands close to home, particularly youth, families, and urban, under-represented communities through bicycling as a tool for social engagement and recreational activity.
- **Cultivate** stewardship of parks and public lands through promotion of National Public Lands Day service projects.

How can I participate?

First you’ll plan a ride in or to a nearby park or public land, which you can opt to make private (only for you and those you invite) or open to the public. You can design your ride to suit your comfort level – any distance and any type of biking that is appropriate for the park you are visiting, whether road biking, mountain biking, bike touring, or even bike share if it’s available.

Then you can register for Bike Your Park Day at no cost, and all registered rides taking place around the world show up on an interactive map. If you’d prefer to join an existing public ride, you can search the map for rides in your area that are open to the public (designated with a white pin). The first 250 people to register will receive a Bike Your Park Day patch, and everyone who registers will be mailed Bike Your Park Day stickers and be entered to win a Salsa Cutthroat bicycle.

How can my organization, group or business participate?

Adventure Cycling encourages any interested organizations, groups and businesses—such as bike clubs, advocacy groups, youth groups or clubs, tourism groups, bike shops, tour companies, and outdoor/recreation organizations—to participate in Bike Your Park Day. Just plan and register a ride as part of your programming and as a way to inspire your members, colleagues, or customers to bike. You
can open the ride to the public or keep it exclusive to your group. See page 12 for web resources to promote your ride, which are downloadable at BikeYourParkDay.org.

Important note: Although Adventure Cycling is not organizing these rides, we are informing participants (particularly if you are planning a group ride) to contact the park or public land you plan to visit in advance to ensure that you are following policies and possible permit requirements.

How can my park or public land participate?

Parks and public lands may choose to participate in Bike Your Park Day in whatever way best suits their capacity. The planning calendar on page 17 can be used to help prepare for and promote the event.

Promote Bike Your Park Day
Parks and public lands can promote the event to the public and provide information to help visitors plan their own Bike Your Park Day rides.

Organize a ride
Parks and public lands staff, volunteers, or friends groups can organize a park-sponsored Bike Your Park ride for the public to participate in. Make sure to register it at BikeYourParkDay.org.

Engage participants
Parks and public lands can engage Bike Your Park Day participants in National Public Lands Day projects or organize other activities and programming at their site or in their community.

Create a car-free experience
Creating a “car-free” experience, whether a morning, day, or weekend, is a great way to provide a unique, family-friendly way for people of all ages and abilities to explore their public lands by bicycle.

About National Public Lands Day
The National Environmental Education Foundation’s National Public Lands Day is the nation’s largest, single-day volunteer event for public lands, held annually on the fourth Saturday in September. NPLD brings together hundreds of thousands of individual and organizational volunteers to help restore America’s public lands.

These are the places Americans use for outdoor recreation, education, and other enjoyment. The public lands include national parks, monuments, wildlife refuges, forests, grasslands, marine sanctuaries, lakes, and reservoirs, as well as state, county, and city parks that are managed by public agencies, but that belong to and are enjoyed by everyone.
Which resources are available to plan and promote Bike Your Park Day?

Visit BikeYourParkDay.org to find the following resources that you can use to participate in and promote Bike Your Park Day:

**Register:** Register for Bike Your Park Day online and you can choose to invite others to join your ride or keep it to just family or friends. Parks and public lands that are organizing rides for the public to participate in should also register online. The first 250 people to register will receive a Bike Your Park Day patch, and everyone who registers will be mailed Bike Your Park Day stickers. Contact Eva at eva@adventurecycling.org to request enough stickers for your group.

**Join a Ride:** Once a trip is registered, it shows up as a push pin on an interactive map on the Join a Ride page with details about the ride. Anyone can register for a ride that is open to the public. One can also ask the ride leader questions about the ride through an online form on the trip details page. If the ride is not open to the public, others won’t be able to register for the ride. If you notice an error or have a concern about a trip that is not open to the public, please email Eva at eva@adventurecycling.org. Registrants can edit and delete rides if needed.

**Connect With an Advisor:** Volunteer Bike Your Park Day Advisors from around the world are available to answer questions about Bike Your Park Day, local bike routes, nearby parks and public lands, and help participants plan their ride. Apply to be a Bike Your Park Day Advisor by filling out the Volunteer Interest form.

**Promote Your Ride:** The Promote Your Ride page provides downloadable messaging and graphics materials for participants to promote Bike Your Park Day, whether they are planning a ride or just want to help get the word out. Apply to become a Bike Your Park Day Influencer by filling out the Volunteer Interest form.

**Ride Ideas:** The Ideas page inspires and informs people about opportunities for bicycling in parks and public lands and ideas of ways to participate in Bike Your Park Day and National Public Lands Day.

**Toolkit:** This Toolkit includes downloadable media and marketing resources (shown on pages 12 – 16). We encourage you to promote Bike Your Park Day through communication channels such as social media, newsletters, and websites. Adventure Cycling can send free stickers to engage participants and help get the word out (contact Eva at eva@adventurecycling.org to request stickers). Share photos and experiences through social media using #BikeYourPark and #AdventureCycling.
Win a Bike: Everyone who registers for Bike Your Park Day by September 20, 2020, will be entered to win a Salsa Cutthroat bike. Bike Travel Weekend ride leaders will also get an extra entry for each person who joins their ride on their trip details page (by September 26). Participants of public rides will register for the ride and participants of private rides fill out an entry form on the private trip details page. Ride leaders of private rides can send their link to their trip participants.

Bike Your Park Day Clothing & Apparel: Adventure Cycling’s Cyclosource store has Bike Your Park Day socks, patches, stickers and T-shirts (women’s and men’s cut) available for sale.
What is Adventure Cycling’s role in Bike Your Park Day?

Adventure Cycling provides the tools, resources, guidance, and inspiration to empower people to explore their parks and public lands by bicycle. We do not organize rides, charge fees, or assume any liability for the individual rides planned as part of Bike Your Park Day.

As national coordinator of Bike Your Park Day, Adventure Cycling Association:

- Develops and maintains web content for Bike Your Park Day at BikeYourParkDay.org
- Coordinates with federal, state, and local partners
- Provides resources for promoting Bike Your Park Day
- Manages media campaign
- Tracks all Bike Your Park Day rides on the Join a Ride page
- Recruits Bike Your Park Day Advisors to provide regional assistance to participants

About Adventure Cycling Association

Adventure Cycling has an extensive reach to the cycling community and beyond. We promote Bike Your Park Day through outreach to our 53,000+ members, our website (adventurecycling.org), social media engagement (over 133,000 followers), Adventure Cyclist magazine (97,500 readers), Adventure Cycling blog, Bike Bits email newsletter (64,000 subscribers), and outreach to the public through media and public relations.

Questions?

Please contact Eva Dunn-Froebig at eva@adventurecycling.org or (406) 532-2743, or check out BikeYourParkDay.org.
You can download the following marketing and media materials below to promote Bike Your Park Day through your website, newsletters, email, social media, and press releases. Check out the planning calendar on pages 17-18 for a suggested communications timeline.

**Connect With Us!**

Use the social media handles below to connect with Adventure Cycling Association on social media. Sharing and liking posts and using the same hashtags will build a larger following and awareness of Bike Your Park Day.

**Facebook**
Adventure Cycling Association (@adventurecycling)
U.S. Bicycle Route System (@usbrs)
**Twitter**
@advcyclingassoc
@usbicycleroutes

**Instagram**
@adventurecycling

**Social Media Messaging**

**Hashtags**
#BikeYourPark
#AdventureCycling

**Website Link**
BikeYourParkDay.org

**Social Media Posts**
Share these sample posts on Facebook, Twitter, Instagram, and other social media.

- Your park, your bike, your adventure! #BikeYourPark on September 26. #AdventureCycling
- Join us for a monumental ride on September 26 for Bike Your Park Day. #BikeYourPark
- Discover your park out your back door on #BikeYourPark Day, September 26. #AdventureCycling
- Your park is only a pedal away on September 26. #BikeYourPark
- Park. Ride. Explore. #BikeYourPark on September 26. #AdventureCycling
- #BikeYourPark on September 26! #AdventureCycling
- Will you join us for #BikeYourPark Day on September 26? #AdventureCycling
- #FindYourPark on two wheels on September 26! #AdventureCycling

**Template Email or Newsletter Message**

**For Promoting Your Ride**

JOIN [Organization] FOR BIKE YOUR PARK DAY
Explore [name of park or public land] by bicycle with [organization] on Bike Your Park Day, September 26, 2020. We’re organizing a ride and welcome [beginner/experienced/all] bicyclists. We’ll start at [location and time] and ride [# of miles] on [road/trail/route name]. Make sure to bring [list of essential items]. Find out more about Bike Your Park Day at BikeYourParkDay.org and contact [contact info here] if you are interested in joining. [Include any other website links with more information about the trip here, such as your trip ride details page, a link to the route and the Facebook event page.] #BikeYourPark #AdventureCycling
**For Promoting Bike Your Park Day**

**REGISTER FOR BIKE YOUR PARK DAY, SEPTEMBER 26**
Join thousands of other cyclists around the world and explore the parks and public lands in your backyard on Bike Your Park Day, September 26. Ride any distance to or within a park or public lands and go solo, with friends and family, or a big group. Register your ride by September 20 for a chance to win a Salsa Cutthroat bicycle. [BikeYourParkDay.org](http://BikeYourParkDay.org) #BikeYourPark #AdventureCycling

**Template Press Release** [Download](http://Download).

**JOIN [Organization] FOR BIKE YOUR PARK DAY RIDE ON SEPTEMBER 26**

[Organization] is organizing a bike ride in [park/public land] for a global initiative to celebrate bicycling in parks and public lands.

**[LOCATION, DATE]** – If you’ve ever wanted to explore [park/public land] on two wheels, now’s your chance. [Organization] is inviting the public to join a Bike Your Park Day ride on September 26, 2020 – a worldwide event that encourages people to explore parks and public lands by bicycle on the same day.

[Insert details about the ride you are planning. Include a quote from someone from your organization.]

In the past five years, over 50,000 people in all 50 states and 10 countries participated in Bike Your Park Day. Adventure Cycling Association, a nonprofit bicycling organization, coordinates the event.

Register at [BikeYourParkDay.org](http://BikeYourParkDay.org). Everyone who registers by September 20 will receive a Bike Your Park Day sticker and will be entered in a sweepstakes for a chance to win a Salsa Cutthroat bicycle.

Bike Your Park Day rides can be added to the interactive map by filling out the simple registration form at [BikeYourParkDay.org](http://BikeYourParkDay.org). Those wanting to join an existing ride can search for rides in their area or contact a [Bike Your Park Day Advisor](http://BikeYourParkDay.org) listed on the website. Advisors throughout the world have bike travel experience and can answer questions about riding in parks and public lands.

A variety of [sharing and media tools](http://sharingandmediatools) are available, including the Bike Your Park Day logo, sample social media posts and images, a poster, and a sample newsletter article, for participants and others wanting to help spread the word. The Bike Your Park Day hashtag is #bikeyourpark.

For more information about [organization name’s] Bike Your Park Day event, contact [insert your contact information here or provide a link with information about your event.]

# # #

**About [your organization]:** [Include a brief paragraph about your organization.]

**About [Organization Name]:** [Organization Name] inspires and empowers people to travel by bicycle. It is the largest cycling membership organization in North America with more than 53,000 members. [Organization Name] produces cycling routes and maps for North America, organizes more than 100 tours annually, and publishes [Magazine Name]. With over 48,000 mapped miles in the [Route Network], [Organization Name] gives cyclists the tools and confidence to create their own bicycle travel adventures. **Phone:** [Phone Number]. **Web:** [Website].
These graphics and images will help you promote Bike Your Park Day in a more visually appealing way. You can use them for social media posts (Facebook, Twitter, etc.), a Facebook event page, website uses, print materials, newsletters, press releases, and other communications. Download the logo, graphics, poster, and flyer by clicking on the links below.

**Bike Your Park Day Stickers & Postcards**

Contact Eva at eva@adventurecycling.org to request free Bike Your Park Day stickers and postcards to hand out to customers, members, and your community, and be sure to tell us how many you would like.

**Bike Your Park Day Logo** [Download](#)

**Social Media Photos and Graphics**

The following graphics are samples to generate ideas for your social media channels, and can be downloaded by clicking on the download links in this document. Use these images or create your own.
Facebook Download.
Twitter Download.
Bike Your Park Day Flyer [Download]

Print out copies of this flyer to distribute in your community.
Bike Your Park Day Poster [Download](#).
Print out copies to post at your location and in your community.

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**BIKE YOUR PARK DAY**
**SEPTEMBER 26, 2020**

Discover new parks or experience your favorite parks in a new way – by bicycle. Ride any distance; go with friends, family or a big group. Bicycle on trails or roads whether it's a national or state park, monument, or historic site, river, seashore, recreation area, preserve, forest, wildlife refuge, or parkway.

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**WHEN/WHERE**

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**CONTACT**

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**LEARN MORE AT:**
**BIKEYOURPARKDAY.ORG**

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2020 Planning Calendar

The following timeline is a guide to help your organization plan for a successful Bike Your Park Day. The items in bold are suggested actions to help parks and public lands prepare for and promote the event, and the italicized items are Adventure Cycling’s planned promotional and outreach schedule.

**BIKE YOUR PARK DAY**  
**SEPTEMBER 26, 2020**

**March 15, 2020**
*Registration opens for Bike Your Park Day*
*Webpages go live on www.bikeyourparkday.org*

**March 24, 2020**
*Toolkit resources go live*

**Preliminary promotion and planning**
- Read Toolkit, download promotional resources, and start sharing
- Add Bike Your Park Day information and logo to your online event calendar/website.
- Request Bike Your Park Day stickers and postcards by contacting eva@adventurecycling.org.
- Optional: Plan a ride or activity for the public and register at BikeYourParkDay.org.
- Like and follow Adventure Cycling Association on social media channels and share posts about Bike Your Park Day.

**March – June 2020**
*Bike Your Park Day promotion*

**Media promotion of Bike Your Park Day**
- Send press release
- Post in social media with #bikeyourpark and #adventurecycling.
- Include announcement in email/newsletter.
- Post Bike Your Park Day posters and share with community.
- Start handing out Bike Your Park Day stickers and postcards.
July – September 2020

Continue Bike Your Park Day promotion

- Post in social media with #bikeyourpark and #adventurecycling.
- Include in email/newsletter.
- Continue handing out Bike Your Park Day stickers and postcards to customers, members, volunteers and the public.
- Hang up posters if you haven’t yet.

August 2020

Adventure Cycling issues Bike Your Park Day press release

September 20, 2020

Last day to register and be entered into the bike sweepstakes for ride leaders.

September 26, 2020

Bike Your Park Day

- Hand out Bike Your Park Day stickers and postcards.
- Post photos with Bike Your Park Day participants on social media with #bikeyourpark.
- Have fun on your Bike Your Park Day ride or other planned activities!

September 26, 2020

Last day to register and be entered into the bike sweepstakes for ride participants.

February 2021

Drawing for bike.
Bike Your Park Day is made possible thanks to our partners:

**NEEF**
National Public Lands Day

And thanks to our Federal and State Agency Partners:

**FIND YOUR PARK**
**AMERICA’S STATE PARKS**
**U.S. FISH & WILDLIFE SERVICE**

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**Other 2020 Events**

**Bike Travel Weekend, June 5 – 7**

Go on a one- or two-night bike adventure to a campground, hotel, hostel, B&B or friends’ house on the same weekend as thousands of others throughout the world. Register and learn more at [www.biketravelweekend.org](http://www.biketravelweekend.org).

#BikeTravelWeekend
Stay in touch!

If you have questions or would like more information, please contact Eva Dunn-Froebig at eva@adventurecycling.org and visit BikeYourParkDay.org. Thank you and enjoy the ride!

About Adventure Cycling Association

Adventure Cycling Association, based in Missoula, Montana, inspires and empowers people to travel by bicycle and is the largest non-profit organization in North America with over 53,000 members. We have created 48,000 mapped miles of bicycle routes, produce Adventure Cyclist magazine, provide over 100 bicycle tours, sell bicycle travel gear and provide online resources to make bike travel more accessible. We also work with national partners to promote bicycle tourism and provide national coordination for the U.S. Bicycle Route System. For more information, visit www.adventurecycling.org.