Bike Your Park Day Toolkit

September 25, 2021

Register Now!

Adventure Cycling Association

NEEF National Public Lands Day
What is Bike Your Park Day?

Bike Your Park Day takes place on September 25, 2021, encouraging and promoting bicycling in parks and public lands. National Public Lands Day coincides with Bike Your Park Day, and Adventure Cycling encourages riders to engage in a stewardship project as part of their ride. Since 2016 over 50,000 people participated in more than 5,000 rides across the U.S. and the globe! We want to inspire people across the country to discover nearby parks and public lands by bicycle while promoting bicycling as a healthy, sustainable way to travel.

Participants can design their own ride to or in any park or public land, adventuring solo or as a group. 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. Registrants can choose to make their ride private or open it up for others to join.

Bike Your Park Day is for people of all backgrounds, experience levels, and ages. What can rides look like?

- A challenging gravel century with friends!
- A casual mile on a park’s path with younger family members!
- A mountain bike, road, or gravel ride!
- A ride using alternative transit like trains, buses or ferries to expand your mileage!
- A ride starting from your house, a parking lot, or a bike shop!

Invite your friends and family, from young kids to your elders. Anyone can be part of Bike Your Park Day!

Why Bike Your Park Day?

Bicycling can introduce 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. We want Bike Your Park Day to:

- **Encourage** people to explore parks and public lands by bicycle, an activity people of all ages, abilities, and backgrounds can participate in.
- **Connect** diverse visitors to parks and public lands close to home, particularly youth, families, and under-represented communities through bicycling as the primary tool.
- **Cultivate** stewardship of parks and public lands through promotion of National Public Lands Day service projects.
**Get Started!**

First you’ll plan a ride in or to a nearby park or public land, which you can make private (only for you and those you invite) or open to the public. You design your ride for your enjoyment! Any distance and any type of biking works for Bike Your Park Day, whether it’s mountain, touring, or using a city bike share.

Then register for Bike Your Park Day at no cost. All of the registered rides around the world show up on an interactive map. For those who want to join an existing public ride, you can search the map for rides open to the public. These public rides are 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 Co-Motion Americano bicycle!

**Get your organization to participate!**

We would love for organizations or businesses like bike clubs, advocacy groups, youth groups, outdoor clubs, bike shops, tour companies, and outdoor/recreation organizations—to participate in Bike Your Park Day. If your organization isn’t in that list, we want you riding on Bike Your Park Day too! Plan and register as a way to inspire your members, colleagues, or customers to bike and provide an excellent day of adventure. You can open the ride to the public or keep it exclusive to your group. We have plenty of web resources to promote your ride, downloadable at BikeYourParkDay.org.

**Remember!** We inform participants (particularly those planning a group ride) to contact the park or public land you plan to visit in advance to ensure everyone follows park policies and any permit requirements.

**Can my park or public land participate?**

Yes! 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. Using our Bike Your Park Day flyers and graphics, why not spread the word at your sites, through newsletters, or even share this toolkit with visitors to plan their own Bike Your Park Day ride! Here are some other ideas for parks and public lands:

- 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!
- In conjunction with National Public Lands Day, organizing a stewardship project or other programming in your park or public is a great pairing with Bike Your Park Day!
- Create 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.
Tell me more 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. NPLD is also a “Fee-Free Day”—entrance fees are waived at national parks and other public lands. NEEF (the National Environmental Education Foundation) coordinates National Public Lands Day.

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.

Check out what’s available at BikeYourParkDay.org!

**Register:** Register for Bike Your Park Day and invite others to join your ride, or keep it private for your group. Parks organizing public rides should also register online. The first 250 people to register receive a Bike Your Park Day patch, and EVERYONE who registers will be mailed Bike Your Park Day stickers. Email outreach@adventurecycling.org to let us know how many stickers you need for your group!

**Join a Ride:** Your ride’s push pin and details are now on the Join Your Ride map. Rides open to the public have open registration, and you can ask the ride leader questions via the page. If the ride is not open to the public it will be closed for registration. Registrants can also edit and delete rides. If you notice an issue please email caiken@adventurecycling.org.

**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 materials to promote Bike Your Park Day in their communities and online! Want to be a Bike Your Park Day Influencer? Fill out our Volunteer Interest form. Adventure Cycling can send free stickers as promotional swag! Share photos and experiences through using #BikeYourPark and #AdventureCycling.

**Ride Ideas:** The Ideas page shares 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: Share this Toolkit! We’ve included what our downloadable media and marketing resources look like in our Materials Section. Promote Bike Your Park Day with your local shop’s flyer boards, your Instagram stories, your workplace, in newsletters, and by word of mouth! Use the hashtag #BikeYourPark and #AdventureCycling so we can hype your ride!

Win a Bike: Everyone who registers for Bike Your Park Day by September 19 2021, will be entered to win a Co-Motion Americano 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 25).

Bike Your Park Day Clothing & Apparel: Our Cyclosource store has Bike Your Park Day socks, patches, stickers and T-shirts to help you spread the news about Bike Your Park Day in style!
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 engages 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.

Ideas? Questions? Want to reach out?

Contact Carmen Aiken, Short Trips Event Coordinator, at caiken@adventurecycling.org or check out BikeYourParkDay.org.
Check out some examples of shareable and printable marketing materials, and download them here:

For a sample Press Release, click here: Download.

Follow Us!

**Facebook**

Adventure Cycling Association [@adventurecycling](https://www.facebook.com/adventurecycling)

U.S. Bicycle Route System [@usbike](https://www.facebook.com/usbrs)

**Twitter**

@advcyclingassoc

@usbicycleroutes

**Instagram**

@adventurecycling

**Hashtags**

#BikeYourPark

#AdventureCycling
Here are some Bike Your Park Day examples for sharing on your social media channels:

- Your park, your bike, your adventure! #BikeYourPark on September 25. #AdventureCycling
- Join us for a monumental ride on September 25 for Bike Your Park Day. #BikeYourPark
- Your park is only a pedal away on September 25. #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

Sample Email or Newsletter Messages

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 25, 2021. 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. [Make sure to include other links with more information about the trip, like ride details page, a link to the route and the Facebook event page.] #BikeYourPark #AdventureCycling

Promoting Bike Your Park Day

REGISTER FOR BIKE YOUR PARK DAY, SEPTEMBER 25
Join thousands of other cyclists around the world and explore the parks and public lands in your backyard on Bike Your Park Day, September 25. 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 19 for a chance to win a Co-Motion Americano bicycle! BikeYourParkDay.org #BikeYourPark #AdventureCycling
Graphics and Images

Want to promote Bike Your Park Day and your ride with some snazzy swag? Download our graphics and images for your Twitter threads, Facebook events, Insta-stories, or use our physical flyers to paper your neighborhood and local bike shops! Need more inspiration or have some great ideas? Email carmen@adventurecycling.org with your thoughts.

Download the logo, graphics, poster, and flyer by clicking on the links below.

Bike Your Park Day Logo  Download.

Social Media Covers and Photo Examples -  Download more here!
BIKE YOUR PARK DAY

SEPTMBER 25, 2021

REGISTER NOW!

LEARN MORE
Bike Your Park Day Flyer - Download Flyer

BIKE YOUR PARK DAY
SEPTEMBER 25, 2021

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.

LEARN MORE AT: BIKEYOURPARKDAY.ORG
BIKE YOUR PARK DAY
SEPTEMBER 25, 2021

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WHEN/WHERE

CONTACT

LEARN MORE AT:
BIKEYOURPARKDAY.ORG
2021 Planning Guide

Here’s a suggested timeline and plan for your organization’s successful Bike Your Park Day. Bold items are actions to help parks and public lands prom, and italicized items are Adventure Cycling’s promotional and outreach schedule.

**BIKE YOUR PARK DAY**
**SEPTEMBER 25, 2021**

**June – September 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.
- Post in social media with #bikeyourpark and #adventurecycling.
- Give Bike Your Park Day swag to customers, members, volunteers, and the public.

**August 2021**

*Adventure Cycling issues Bike Your Park Day press release*

**September 19, 2021**

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

**September 25, 2021**

*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!

*Last day to register and be entered into the bike sweepstakes for ride participants.*
Bike Your Park Day is made possible thanks to our partners:

And thanks to our Federal and State Agency Partners:
Contact Information

Stay in touch!
If you have questions or would like more information, please contact Carmen Aiken at carmen@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.