



Thank you for being a part of World Bicycle Relief's [Pedal to Empower](#) campaign this May-June! We're thrilled to have your support for our all-ages global movement to *empower* women and girls with life-changing bicycles!

Please use the following resources to help spread the word and reach our goal to raise \$1 million to provide bicycles for women and girls by June 30, 2026. **Questions? Reach out to info@worldbicyclerelief.org.**

Campaign summary

Date: May- June, 2026 | **Location:** Worldwide. Available to anyone, any age, anywhere
Event website & registration: <http://www.pedaltoempower.com/> | **Assets:** [Available here](#)
Custom QR code: [Login to your account](#) and click on "Get Support" to create a QR code.

Do you believe girls can change the world? Then our global movement to empower women and girls with life-changing bicycles is for you!

This year, with more than 1 million Buffalo Bicycles on the road, there's no better time to join the movement that's mobilizing the next generation of women and girls. Because 1 million mobilized is just the beginning. Together, through World Bicycle Relief's Pedal to Empower campaign and global cycling event, your movement fuels theirs. Whether you ride with us, make a gift or spread the word, you can make a world of difference.

Thank you for joining us in putting the changemakers of tomorrow on life-changing bicycles.

Social media handles

- Facebook: [World Bicycle Relief](#)
- Instagram: [@worldbicyclerelief](#)
- X: [@powerofbicycles](#)
- LinkedIn: [World Bicycle Relief](#)



Hashtags: #pedaltoempower #powerofbicycles



Suggested social media posts

[\(downloadable assets, including videos and Instagram story images\)](#)

Support my fundraising efforts!

I'm thrilled to join @World Bicycle Relief's annual #PedaltoEmpower movement to celebrate #WorldBicycleDay and help to mobilize women and girls in rural regions of the world with life-changing bicycles. Please consider supporting my efforts to raise [\$xxx] with a donation of any size at [\[insert fundraising link\]](#).

Join the Ride!

I believe girls can change the world. That's why I'm joining @World Bicycle Relief's global #PedaltoEmpower ride this spring to empower women and girls with life-changing bicycles! You can make a difference too. Join us at pedaltoempower.com!

Support The Cause!

I believe girls can change the world. That's why I'm supporting @World Bicycle Relief's annual #PedaltoEmpower movement to help to mobilize women and girls with life-changing bicycles. Please consider supporting this cause with a gift and make a world of difference at pedaltoempower.com!

Stories

- Use any of the above messaging or complete this sentence: "I'm pedaling to empower ____" and post a story on Instagram or Facebook - tag @WorldBicycleRelief and #pedaltoempower

Video | Our Pedal to Empower video is available on [Vimeo](#) and in our [downloadable assets](#)





Sample Email Copy | ([downloadable assets](#))

[Friends], This spring, I'm thrilled to be joining World Bicycle Relief in celebrating #WorldBicycleDay with its annual [Pedal to Empower](#) ride and campaign to help mobilize women and girls in need to change their lives with bikes.

World Bicycle Relief, a global nonprofit committed to helping individuals overcome the barrier of distance, mobilizes rural communities around the world with bicycles. Two wheels and a frame aren't groundbreaking - but when placed in the hands of women and girls, bicycles become vehicles of change that can uplift generations.

Women and girls play a critical role in helping their communities thrive. But without reliable transportation, they walk long distances to reach vital services, risking their personal safety and valuable time.

This year, with more than 1 million Buffalo Bicycles on the road, there's no better time to join the movement that's mobilizing the next generation.

[FUNDRAISER]

Please consider supporting me as I ride to mobilize women and girls around the world. **Every donation makes a difference**, and a contribution of \$165 helps put a brand-new Buffalo Bicycle into the hands of someone in need of life-changing transportation: [\[Insert fundraising link\]](#)

[SUPPORTER]

Please consider [making a gift](#) to help them hit their goal of raising \$1 million to provide bicycles to women and girls in need.

I hope you'll join us. Together, we can make a world of difference.

Thank you for your support,

[Your name]



Bicycle recipient stories | ([downloadable assets](#))



Saida | Student

Saida, 14, smiles as she confidently declares that, one day, she wants to be a neurosurgeon. In Tanzania's strained healthcare system, Saida says she's seen too many people in her life suffer from a lack of quality care. With the help of her bicycle, which she received last year, she is well on her way. Saida's grades have improved significantly, and even her friends and family have noticed that she has changed. Plus, she no longer faces harassment from men on the road to school. "Now, I can take the highway and go straight home. They can't bother me anymore."



Yaritza | Businesswoman

"When I look at the bike, I have fond memories of Argelis," says Yaritza of her daughter, who died suddenly last year of a brain tumor. The Buffalo Bicycle she rides today to build her family's bakery business was originally given to Argelis in 2023 to reach school. As an immigrant who fled to La Guajira, Colombia, from Venezuela 8 years ago, daily life has been a challenge. "With all of this, despite my loss, I feel more grateful," she said. "To be able to start a business. And to be able to fight on, to continue."



Ethel | Healthcare worker

As a community health worker in Malawi, Ethel travels 20 kms each day to deliver health services. Before the bike, Ethel would have to pay for motorbike fuel out of pocket or walk, which affected her work and income. "Having a bicycle has really changed my life for the better," says Ethel, who can now complete her duties and has even grown her business by selling produce to different markets. Ethel has benefited in other ways too: "I feel a sense of freedom and independence."



Nelia | Mechanic

"I am an example of hardworking women who can do what men can do," says Nelia, who became a Buffalo Bicycle mechanic for her Zambian community in 2022. She takes pride in her role and what she can accomplish. In addition to repairing bicycles, Nelia runs various businesses to support her family and serves as the chairperson of her local women's club and the secretary of the savings group. As for how it feels to ride her bike? "It makes me feel me. I feel free."