

PEDAL TO EMPOWER

SEPTEMBER 12, 2020

787
RIDERS
(ALL AGES & ABILITIES)

119
TEAMS
WORLDWIDE

31
PARTICIPATING
COUNTRIES

45
PARTICIPATING
STATES

\$294,442
RAISED TO EMPOWER
WOMEN AND GIRLS



TOP INDIVIDUAL FUNDRAISERS

- Victoria Di Savino
- M. Bishop Bastien
- Tom Chisholm



TOP TEAM FUNDRAISERS

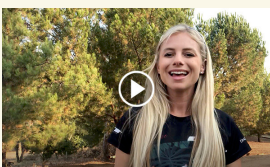
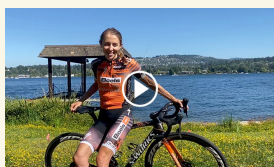
- Grinta
- #CyclingActofKindness
- Team FREE

31 PARTICIPATING COUNTRIES

Australia, Austria, Canada, China, Colombia, Denmark, France, Germany, Ireland, Italy, Kenya, Lesotho, Malaysia, Mexico, Nederland, New Zealand, Norway, Poland, Scotland, Serbia, Singapore, Slovakia, South Africa, South Korea, Spain, Sri Lanka, Switzerland, Taiwan, UAE, United Kingdom, United States

1.1 M
SOCIAL REACH

400+
SOCIAL MENTIONS



9 INFLUENCER VIDEO MESSAGES

Natalia Franco, Grit Clinics, Katie Hall, Breanne Nalder Harward, Ruby Isaac, Sonya Looney, Ladies AllRide, Maghalie Rochette, Rachel Strait

5 MOST INFLUENTIAL POSTS

<p>Movistar_Team Were supporting @powerofbicycles #PedalToEmpower adventure ride from the #TDF2020! Join us and many other riders across the globe! twitter.com 2020-09-11 02:02 Influencer Score: 10/10</p>	Influence: 116,839	Reach: 487,286
<p>TheSufferfest Join us & World Bicycle Relief on Sept. 12th to empower women & girls around the world to break down barriers with bikes. Whether you're riding around the block or looking to set a PR, you can join the mov... facebook.com 2020-09-11 02:02</p>	Influence: 20,496	Reach: 136,642
<p>DTSwissAG Field mechanics receive training, a bicycle, a high-quality toolkit and a uniform. In their training they learn bicycle assembly, maintenance and repair as well as basic business, marketing and management sk... facebook.com 2020-09-18 02:02</p>	Influence: 17,209	Reach: 114,725
<p>TrainingPeaks to break down barriers with bikes: https://bit.ly/30443dF #pedaltoempower pic.twitter.com/912JUCQNUJ twitter.com 2020-09-18 02:02 Influencer Score: 9/10</p>	Influence: 9,442	Reach: 55,540
<p>PooleyEmma to @PowerOfBicycles in return for the cooking lesson! #pedaltoempower @Cyclists_All https://twitter.com/angryasian/status/1301947259999797248 twitter.com 2020-09-18 21:34 Influencer Score: 9/10</p>	Influence: 3,084	Reach: 18,140

6 PARTICIPANT QUOTES

- I loved bringing my community together to empower so many women and girls!
- I loved being able to interact with other riders across the globe.
- The whole DIY setup was well-planned and executed.
- I appreciated the way you had something for everyone.
- I love WBR's mission. Supporting them by challenging myself was really fun.
- I appreciated the support e-mails and various suggestions to assist in my efforts.
- Loved the app! Really made it feel like you were participating with community around the world.
- I loved knowing the money raised was going to girls in need!

