



**Thank you for being a part of World Bicycle Relief's [Pedal to Empower](#) event this 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. **Questions? Reach out to [info@worldbicyclerelief.org](mailto:info@worldbicyclerelief.org).**

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## Event summary

**Date:** Friday, June 3rd, 2022 (World Bicycle Day) through Sunday, June 5th, 2022

**Location:** Worldwide. Available to anyone, any age, anywhere

**Event website and registration:** <http://www.pedaltoempower.com/>

**Strava Club:** <https://www.strava.com/clubs/world-bicycle-relief-21692>

**Downloadable assets:** [Available here](#)

Do you believe girls can change the world? Grab your bike and unite with riders from around the globe in celebration of World Bicycle Day this June 3-5 as we Pedal to Empower women and girls in need with life-changing bicycles! Whether you pedal around the block or push yourself to set a personal record, join World Bicycle Relief's annual ride and make a world of difference

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## Social media handles

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

**Hashtags:** #pedaltoempower #powerofbicycles





## Sample Email Copy

[\(downloadable assets\)](#)

Our friends at World Bicycle Relief are celebrating #WorldBicycleDay this June with their annual Pedal to Empower ride to help mobilize women and girls in need to change their lives with bikes.

[We/I] would like to personally invite you to join this movement and celebrate World Bicycle Day and the Power of Bicycles! This is an all-ages ride for anyone, any ability, anywhere. Grab your bike and unite with riders across the globe as we Pedal to Empower women and girls in need with life-changing bicycles! Together, we can make a world of difference.

Click [HERE](#) [Add team link, if applicable] to register and join our team.

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## Bicycle recipient stories

[\(downloadable assets\)](#)



### **Mariangel | Colombia**

Jorge Romero, a day laborer, used to sacrifice work opportunities in order to walk his 14-year-old daughter Mariangel to and from school each day. The trek to the school on the outskirts of Barranquilla, Colombia, can be long and dangerous for students on foot. “Now, with the bicycle, she will be able to cycle on her own,” says Jorge. With her bicycle she can pursue her dream of education. “We believe in her. She will make it.”





## Locadia | Zimbabwe

Locadia Mpofu serves her community as a childcare worker and women's savings group leader. "I play a role in helping women and children speak out against abuse and help them to have their voices heard," says Locadia. She sometimes walked up to 34 km to other villages, and the long distance forced her to abandon several women's groups. Receiving a Buffalo Bicycle was a great relief. "Having a bicycle now is a huge motivation, and I can meet more people in a day," says Locadia.



## Suggested social media posts

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

### Facebook

### Facebook

- We're excited to support Pedal to Empower, @World Bicycle Relief's global ride celebrating #WorldBicycleDay on June 3! Join us and riders around the world as we unite to help empower girls in need to break down barriers with life-changing bicycles. [Pedaltoempower.com](https://pedaltoempower.com) #pedaltoempower
- As longtime supporters of @World Bicycle Relief, we're thrilled to support their annual ride! Let's unite this June as we Pedal to Empower girls like Mariangel with life-changing bicycles.

"All of our hope rests on Mariangel," says 14-year-old's grandmother. The family, who lives near Barranquilla, Colombia, is counting on Mariangel to get an education so she can one day thrive and support her family. Now, with her Buffalo Bicycle, she has the tool to make that future a reality. Help support more girls like Mariangel at [pedaltoempower.com](https://pedaltoempower.com) #pedaltoempower



## Twitter

- We're excited to support Pedal to Empower, @powerofbicycle's global ride celebrating #WorldBicycleDay on June 3! Join us and riders from around the world as we unite to help empower girls in need to break down barriers with bikes: [pedaltoempower.com](http://pedaltoempower.com)  
#pedaltoempower
- Mariangel's family near Barranquilla, Colombia, is counting on her to get an education so she can one day thrive and care for her family. "All our hope rests on Mariangel," says her grandmother. Help support girls like Mariangel with a life-changing bike: [pedaltoempower.com](http://pedaltoempower.com)
- As supporters of @powerofbicycles, a nonprofit mobilizing people with bikes, we're thrilled to join them for #PedaltoEmpower this June. Join us in honoring riders from across the globe working to empower girls in need at [pedaltoempower.com](http://pedaltoempower.com)

## Instagram

- We're excited to support Pedal to Empower, @WorldBicycleRelief's global ride celebrating #WorldBicycleDay on June 3! Join us and riders around the world as we unite to help empower girls in need to break down barriers with life-changing bicycles: [pedaltoempower.com](http://pedaltoempower.com)  
#pedaltoempower
- As longtime supporters of @WorldBicycleRelief, we're thrilled to support their annual ride! Let's unite this June as we Pedal to Empower girls like Mariangel with life-changing bicycles.

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#pedaltoempower



## Video



Our Pedal to Empower video's available on Vimeo [here](#) and in our downloadable assets [here](#).

**Thank you for being a part of Pedal to Empower this year.  
Together, we can help change lives through the Power of Bicycles!**

