

World Bicycle Relief Teams Up with JCDecaux Community Channel to Power Pedal to Empower 2025

At World Bicycle Relief, we are excited to announce a powerful partnership with the JCDecaux Community Channel in the UK to support our annual Pedal to Empower campaign. From May 5th to June 3rd, 2025, JCDecaux is generously donating premium digital billboard space across the country, helping us spread our message further and louder than ever before.

The JCDecaux Community Channel is dedicated to supporting charities and community causes, offering valuable media exposure that helps amplify impact. Their support enables us to raise awareness for Pedal to Empower, our global movement now in its sixth year, which encourages people around the world to get on their bikes in solidarity with women and girls in need of mobility.

Every ride taken during the campaign helps fund bicycles that provide women and girls with access to education, healthcare, and economic opportunities—transforming lives one ride at a time.

Ben Sadler, Managing Director of World Bicycle Relief, shared:

“We are deeply grateful to JCDecaux for supporting Pedal to Empower and helping us spread the word through their Community Channel programme. Their contribution is not just about visibility—it’s about mobilising a global community to act. Thanks to their support, more people will be inspired to get on their bikes this May and June and help mobilise women and girls through the power of bicycles.”

What is Pedal to Empower?

Pedal to Empower is a global campaign to provide life-changing bicycles to women and girls—enabling them to overcome the barriers of distance and unlock their full potential.

When?

In celebration of World Bicycle Day, June 3rd 2025, join the movement anytime between May and June 2025. Every ride counts—help us raise awareness and vital funds to change lives.

Why?

A bicycle might look simple—just two wheels and a frame—but in the hands of a woman or girl, it becomes a powerful tool for change. In rural regions, where long walks limit access to school, healthcare and work, bicycles offer freedom, safety, and opportunity.

With a bike, girls can attend school consistently, women can travel safely to markets or jobs, and families can move forward—together.

Not just a bike. It's a life-changer.

Ready to Ride?

Choose your own distance and ride solo or with others—every kilometre makes a difference. Help us reach our bold target of riding 1 million kilometres and raising £1 million to mobilise women and girls through the power of bicycles.

When you ride, she rides.