OUR MISSION

**Bike Easy** makes bicycling easy, safe, and fun for everyone in Greater New Orleans

BIKE EASY APRIL CHALLENGE

The **Bike Easy April Challenge** is an initiative to encourage more people to ride and celebrate Greater New Orleans in a month long challenge! The Bike Easy April Challenge has something for everyone, from new riders to people that ride every day.

GET INVOLVED - DONATE A PRIZE!

Donating a prize for the Bike Easy April Challenge is a great way to engage your brand with a diverse audience of engaged, locally-and-civic-minded individuals.

You’ll also be supporting the benefits of better biking, economic development, public health, social equity, environmental well-being, and quality-of-life for our region.

PRIZE DONOR BENEFITS

- Prizes are in-kind contributions to Bike Easy, a 501c3 non-profit, and the value may be tax deductible.
- Donations over $150 gets your organization one step closer to being **Bike Easy Certified**.
- Receive recognition on [bikeeasy.org](http://bikeeasy.org) and [lovetoride.net/bikeeasy](http://lovetoride.net/bikeeasy).
- Promotion at safety workshops and commuter support events in leading up to and during Bike Easy April Challenge.
- Logo placed on “Prizes” page for the Bike Easy April Challenge, email acknowledgment, and social media posts to our audience.

BY THE NUMBERS

| **8,000+** | person email list |
| **7,500+** | Facebook followers |
| **2020 Challenge Participants** | **3,800+** | Twitter followers |
| **750 +** | Individuals |
| **90 +** | Organizations |
| **2,700+** | Instagram followers |

For more information on how to participate, contact David Meza, Community Programs Coordinator - david@bikeeasy.org
CHALLENGE DETAILS

The Bike Easy Challenge is supported by Love to Ride, an innovative web platform and app that helps get more people riding bikes. It’s easy to join the fun - just ride a bike at least once for 10 minutes in April! Individuals and workplace teams, each lead by a Challenge Champion, compete to see who can get the most people participating.

“IT IS WONDERFUL TO FIND A COMMUNITY OF NEW ORLEANIANS PASSIONATE ABOUT EXERCISE AND WHO ALSO ADVOCATE FOR SAFETY AND AWARENESS TO MAKE OUR CITY EVEN MORE BIKE-FRIENDLY.”

Rachel Hammer - Bike Easy Challenge 2018, Top Commuter

PRIZE DETAILS

The Bike Easy April Challenge uses prizes from local supporters as one way to encourage people to participate. It's a great way for bicycle-friendly businesses to show their support for the bike community. Just about anything can be a great prize. Weekly random drawings & top prizes are given in various categories, to individuals and to teams, throughout the Challenge. Years past have included everything from bike lights to a frozen yogurt party.

THANK YOU TO OUR PREVIOUS DONORS


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