

Bike 2 Work Week

CYCLE TO BE HAPPIER & HEALTHIER!

Take the Cycle Challenge for one week and reap the benefits for your mind, body and soul....**SO CYCLE:**

🚲 To Lose Weight



10-stone cyclists *burn* 508 cal./hr @ 12mph That's equal to **burning** a 60g bar of chocolate or **a litre of beer** after 36 mins. of moderate intensity cycling.

A15-min. bike commute 5days/week can burn off **11 lbs of fat/year.**^{6*}

🚲 To Keep Fit



According to a UK Transport Study aerobic **fitness was boosted by 11% after just 6 weeks** of cycling 'short distances'⁴ x week.⁸

So.. if you never exercise you can move from the least fit sector, to the fittest in just a few months⁸

And cycling, is one of the few physical activities which most people can **safely and easily undertake every day!**⁸

This is a:
trendytravel Initiative.

🚲 To Improve Your Mood



Moderate exercise like cycling **releases feelgood hormones**-endorphins in your brain and can reduce levels of depression/stress, improve mood and raise self-esteem.

It has even been found to **relieve PMS.** ^{2,4,5,7}

🚲 For Your Heart And Health

Everyday cycling, which leaves you gently panting but not out of breath, is the best



exercise for promoting good health and reducing the risk of heart disease, high blood pressure, obesity and type II diabetes.^{1,2,3,4}

One rough calculation suggests that:

New cyclists covering short distances can reduce their risk of death by as much as 22%.⁵

Part funded by:

Intelligent Energy  Europe

🚲 For Your Lungs!



Cyclists and pedestrians actually **absorb lower levels of pollutants** from traffic fumes than car drivers.^{4,11}

🚲 To Enjoy Your Retirement



In a UK study leg strength improved significantly after cycling, which in turn improved other mobility e.g. by allowing people to get out of chairs more easily.

According to the Medical Journals improvements in strength and co-ordination **reduce the likelihood of disabling injuries** from falls.^{4,5,8,9}

Physically active older cyclists also have much **reduced rates of hip fracture!**⁹

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BUT...

We can all come up with excuses for not cycling, but how valid are they?

Barrier	Solution
Weather  	<p>There's 'no such thing as bad weather just the wrong clothes'. On a bad day even drivers get wet walking from the car. To stay dry wear good waterproofs & bring spare footwear....</p> <p>Even though it seems to rain a lot it only really bothers Irish cycling commuters once a month on average!</p> <p><i>And if you are brave enough to battle a storm on your bike, the resulting exhilaration really fires up your adrenaline for the day ahead. ☺</i></p>
Storage 	<p>5 yrs ago there were only 4 public bike stands in the city, over 100 were installed since. Employers should also contribute... (1 car space can hold 5-6 bikes!)</p>
'I don't have a bike'	<p>Rent a bike for the week from a recommended bike shop and Cork City Council will cover the rental costs. <i>(Limited No.s of Bikes; So Book early!)</i></p>
'I'm not fit enough'	<p>You will surprise yourself at how quickly your fitness will improve. Start off with 1-2 days per week and see how you progress.</p>

Barrier	Solution
Traffic Hazards    	<p>Slow moving city car traffic is not a major safety concern as cyclists will often be moving faster than the cars.</p> <p>The number of cycle lanes has been increased in recent years & some contraflow cycle lanes are being planned; Much still needs doing & <i>precise feasible suggestions</i> are very <i>welcome!</i></p> <p>More cyclists visible on the roads makes cycling safer for everyone as it encourages more motorists to watch for cyclists, make room, stay out of advanced stop lines and desist from parking in cycle lanes...</p> <p>TIPS: Accidents most likely @ junctions/when passing HGV's. So stay clear of HGV's at junctions & make your turning intentions very obvious to following traffic. Bewary too that reversing vehicles may not see a cyclist so give them plenty of room!</p>
'I live too far away.' 	<p>Get a fold-up bike, park outside the city and beat the traffic for the last 4 miles on your bike!</p>

Barrier	Solution
Hills 	<p>Modern bikes are well equipped with gears to comfortably handle the toughest slopes and there are now a wide-range of electric bikes on the market.</p>

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