



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 and reach your fundraising goals. **Questions? Reach out to ch@worldbicyclerelief.org.**

Event summary

Date: May 1 - June 5, 2023 | **Location:** Worldwide. Available to anyone, any age, anywhere

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

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 as we Pedal to Empower women and girls in need to take control of their futures 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.

Join us in putting the changemakers of tomorrow on life-changing bicycles.

WHEN YOU RIDE, SHE RIDES

Social media handles

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

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



Hashtags: #pedaltoempower #powerofbicycles

Sample Email Copy | ([downloadable assets](#))

[Friends], I'm thrilled to be joining World Bicycle Relief in celebrating #WorldBicycleDay with its annual [Pedal to Empower](#) ride to help mobilize women and girls in need to change their lives with bikes.

World Bicycle Relief, a global nonprofit committed to helping individuals overcome the barrier of distance, supports those in need with bicycles. Two wheels and a frame aren't groundbreaking - but when placed in the hands of women and girls, bicycles become vehicles of change that can uplift generations.

Women and girls in rural regions of the world play a critical role in helping their communities thrive. But without reliable transportation, they walk long distances to reach vital services, risking their personal safety and valuable time.

Please consider supporting me as I ride to mobilize women and girls around the world. **Every donation makes a difference**, and a contribution of CHF 155 helps put a brand-new Buffalo Bicycle into the hands of a woman or girl in need. I hope you'll join us. Together, we can make a world of difference.

[Insert fundraising link or [event link](#)]

Thank you for your support,

[Your name]



Bicycle recipient stories | ([downloadable assets](#))



Comeback Girls | Students

Knowing that education equals a brighter future, for them and their daughters, young mothers from Malawi strive to finish their education despite an almost two-hour walk to school. For Maggie (seen here) and her friends, determination drove them back to school after giving birth, despite the barriers standing in their way. Bicycles helped keep them there.



Alinesi | Dairy farmer

“Timing is everything,” says Alinesi, a dairy farmer in Malawi and mother of five, who delivers milk twice daily with her bicycle. Alinesi used to carry a 40-liter metal milk jug on her head, walking at least one hour each way. She often missed deliveries and suffered extreme pain. Now, with her extra time between milkings, Alinesi uses her bike to harvest the fields, make feed for the cows and sell dairy products at the market. She also delivers milk to community members who are sick or in need. “I give it to them freely.”



Ngqabutho | Mechanic

One of only two female bike mechanics in a small community in Zimbabwe, Ngqabutho signed up for the training program to help children. “I like machines. And I am also a childcare worker who protects children from abuse. They feel safe with me.” World Bicycle Relief’s mechanics are key to keeping Buffalo Bicycles rolling, but more importantly, they work alongside others in their communities to help one another thrive.



Sandry | Student

Sandry, a strong young woman with a clear vision for her future and a passion for learning, dreams of becoming a social worker one day. “I want to keep working hard so that I can be the strongest woman that I can be,” says Sandry, a Colombian student who used to walk 4 kms to school before receiving a bicycle. Sandry’s dream for her community is to have more access to education. She says she wants all girls to have the chance to learn like she has had.



Suggested social media posts

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

Support My Fundraiser!

I'm thrilled to join @World Bicycle Relief's annual #PedaltoEmpower ride on #WorldBicycleDay June 3 to help mobilize women and girls in need to change their lives with bikes. Please consider supporting me with a donation of any size at [\[insert fundraising link or event link\]](#).

Join the Ride!

I believe girls can change the world. That's why I'm joining @World Bicycle Relief's #PedaltoEmpower ride on June 3 to empower women and girls around the world with life-changing bicycles! Make a difference and join from anywhere at <http://pedaltoempower.com>

Stories

- Use any of the above messaging or complete this sentence: "I'm pedaling to empower ____" and post a story on Instagram or Facebook - tag @WorldBicycleRelief and #pedaltoempower

Video | Our Pedal to Empower video is available on [Vimeo](#) and in our [downloadable assets](#)

