

PRESS RELEASE

FRANKFURT AM MAIN, 23 MARCH 2017



Climate Alliance

City Cycling – Cycling for a better climate

Climate Alliance invites municipalities and municipal parliaments to take part in the campaign

This May Climate Alliance is kicking off the 10th round of its City Cycling campaign. The organisation is calling on members of the public and of municipal parliaments to cycle for a better climate and promote sustainable mobility. In 2017, for the first time, municipalities outside of Germany will have the opportunity to participate.

Frankfurt, 23 March 2017. Biking instead of driving – this is one key message of the City Cycling campaign. This year, Climate Alliance is holding the campaign for the 10th time in Germany but for the first time worldwide. Registration is now open to residents of registered municipalities and regions at www.city-cycling.org. Participation pays off: with each cycled kilometre participants show their support for climate action and promote cycling in their municipality while improving its ranking in this cycling competition. City Cycling runs annually from May until September.

CITY CYCLING INTERNATIONAL

In 2017, towns, cities and regions worldwide can take part in City Cycling. “This opportunity is especially interesting for municipalities with German partner cities, for example. Municipalities across international borders can now carry out the campaign in direct competition with each other while working together in the name of sustainable mobility and climate action,” enthuses campaign manager André Muno. Participating municipalities whose official language is neither German nor English will receive a 20% discount on participation fees.

Stadtradeln is an international campaign of the Climate Alliance and is supported by Ortlieb, ABUS, Stevens Bikes, Busch + Müller, Paul Lange & Co., WSM, Trekkingbike, Hebie and Schwalbe in Germany. Registration for municipalities is possible until September.

FURTHER INFORMATION

- www.city-cycling.org / www.stadtradeln.de
- [Participating municipalities and regions](#)
- [Photo pool](#)

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CITY CYCLING

Since 2008, CITY CYCLING has been inviting local politicians and the public to cycle for their municipalities. In so doing, they promote cycling and advocate climate action. Participating municipalities choose 21 consecutive days between May and September during which the campaign is to be implemented. At the end of the season, the kilometres covered are tallied and the top municipalities in three different categories are awarded. This campaign is a unique way to promote climate-friendly mobility in that it reaches out directly to members of municipal parliaments, encouraging them to experience the local cycle path network first hand. These politicians can then implement specific improvements based on their experiences, thus making it easier to travel by bicycle locally. www.city-cycling.org

THE CLIMATE ALLIANCE

For more than 25 years, Climate Alliance member municipalities have been acting in partnership with indigenous rainforest peoples for the benefit of the global climate. With some 1,700 members spread across 26 European countries, Climate Alliance is the world's largest city network dedicated to climate action and the only one to set tangible targets: each member city, town and district has committed itself to reducing greenhouse gas emissions by 10 percent every 5 years. Recognising the impact our lifestyles can have on the world's most vulnerable people and places, Climate Alliance pairs local action with global responsibility. www.climatealliance.org