

## PRESS RELEASE

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Climate Alliance

# Climate Action in Lieu of Corona Blues – City Cycling Campaign Kicks Off

## World's largest cycling campaign offers a piece of normality in times of crisis

**Frankfurt am Main, 29 April 2020.** The Climate Alliance City Cycling campaign is set to kick off on May 1, 2020.

While the long-running campaign will be characterised by the Corona crisis this year, campaign director André Muno of Climate Alliance sees no reason for cancellation: "The bicycle is currently the most reasonable means of transportation and enables people to cover everyday distances with a low infection risk. In addition, cycling promotes health and can help counteract the boredom associated with lockdown restrictions while maintaining physical distance."

A community feeling is also an important theme for the campaign this year. In times of contact restrictions, Muno stresses the advantages of collecting kilometres by cycling together in digital teams as a good way to overcome current limitations while cycling towards a common goal. Climate Alliance is thus also awarding a special prize this year to municipalities that mobilise participation with particularly creative activities.

In the framework of the City Cycling campaign, local politicians and citizens pedal together on 21 consecutive days between May and October. They thus experience the advantages of cycling first hand and set an example while promoting cycling, climate action and quality of life. More than 400,000 people from 1,127 municipalities took part in last year's campaign, covering more than 77 million kilometres by bicycle.

Municipalities and cyclists worldwide can register for City Cycling 2020 through October.

CITY CYCLING is an international campaign of Climate Alliance and is supported by the partners Ortlieb, ABUS, Busch + Müller, Stevens Bikes, MYBIKE, Paul Lange & Co., WSM and Schwalbe.

### FURTHER INFORMATION

- [City Cycling website](#)
- [Press photos for use](#)

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#### CITY CYCLING

The international CITY CYCLING campaign by Climate Alliance invites members of municipal parliaments to get on their bikes, become climate action role models and promote cycling. They team up with citizens to cycle as many kilometres as possible for their municipality on 21 consecutive days between May and September. The campaign aims to sensitise people to cycling in everyday life and to boost awareness for bicycle traffic planning in municipal parliaments. There are awards and prizes to be won – but above all, an environment worth living in with less pollution, fewer exhaust fumes and less noise.

The campaign also includes the digital reporting platform RADar! and the research project MOVEBIS. Via RADar!, local authorities can also enable citizens to report damages and necessary improvements to cycling infrastructure. Through MOVEBIS, the routes tracked with the CITY CYCLING app are evaluated and the findings are made available to local authorities for cycle traffic planning. [city-cycling.org](http://city-cycling.org)

#### THE CLIMATE ALLIANCE

For 30 years, Climate Alliance member municipalities have been acting in partnership with indigenous rainforest peoples for the benefit of the global climate. With over 1,800 members spread across 27 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 ten percent every five 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. [climatealliance.org](http://climatealliance.org)