

# Bike Week Events Leukaemia Research Bikeathon



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# Agenda

- Aims of Bike Week & Leukaemia Research
- Our Track Record
- Bike Week Partner
- Bikeathon
  - What are they?
  - What you need to
  - How we will help
- Leukaemia Research



# Aims of Bike Week & LR

## Bike Week aims :

- Encourage more people to cycle
- Promote safe cycling
- Encourage people to continue to cycle through cycling events during Bike Week

## Leukaemia Research aims:

- As above, but with a view to encouraging more people to take part in cycling events to raise sponsorship to pay for life-saving research



# Our Track Record

- 25 Bikeathons around the UK for adults
  - Scottish Bikeathon, Kingussie
  - Glasgow Bikeathon
- 50 Bikeathons for children around the UK
- London Bikeathon flagship event, 5000 cyclists, Gary Lineker patron
- Official charity for Cycle Show, largest cycling trade fair in UK
- Official Charity Pedal for Scotland



# Leukaemia Research & Bike Week

- Third Year of partnership
- Promoted Bike to Work to Corporate Partners
- Encouraged Bikeathon organisers to hold events during Bike Week
- Over 30 Events held
- £12k raised



# What are Bikeathons?

Sponsored cycle rides which can be adapted to be suitable for all ages, encourage people to cycle, have a fun family day out and raise lots of money for a good cause- and we have an off the shelf pack!



# What do *you* need to do?

- Identify a safe and attractive circular route
- Recruit volunteers
- Source refreshments
- Promote the event to encourage entrants



# What will *we* do?

- Organise the entry procedure - Paper & online
- Equip entrants with fundraising advice
- Provide your materials for the day
  - Route Guides
  - Signage
  - TShirts
  - Medals
- Help with marketing & press ideas
- Provide public liability insurance
- Advice on risk assessment
- Complete organisers guide



# Leukaemia Research Bikeathons

- Off the shelf event
- Encourage people to cycle
- Raise lots of money to help save lives in Scotland



# Leukaemia Research in Scotland

In Scotland right now we have nearly £9 million invested in pioneering research in Edinburgh, Dundee and Glasgow. This “golden triangle” of research excellence ranges from basic laboratory-based studies through to clinical trials to develop new life saving treatments.



# Thank-you



# Questions

- Any questions?

