

Bike to Work Day 2019: “Why I Bike” Campaign

Call for Participation - Bay Area Bikers

Open Call: Bay Area riders invited to submit an informal video testimonial

Closing Date: Friday 4/19

To promote the 25th annual Bike to Work Day on May 9th, we are inviting bike riders to submit a short video testimonial about why you bike. This video will be promoted in a social media campaign called “Why I Bike” coming out later this month and will also be featured on bayareabiketowork.com/. The ultimate goal of this campaign is to share stories from the biking community and encourage others to give biking a try and ride to work on May 9th.

Prompts:

- Introduce yourself (first name is fine)
- How long have you been biking?
- Do you use your own personal bike? Bike Share? Other?
- Why do you bike? What inspires you to get out and do it? (enjoying Bay Area, improving health/exercise, being part of community, faster, more economical/sustainable travel mode)

Video Parameters:

- Video should be 15-30 seconds long
- Video can be taken with mobile device
- Do not need to be on your bike or near your bike while taking the video
- Ensure that lighting is good and that there is minimal sound around you

If you are interested in participating, please send your video to s.duenas@circlepoint.com and m.kelkar@circlepoint.com with “BTWD video testimonial” as the subject line by midnight Fri 4/19.

Please note: A selection of images and quotes might be chosen for use, and not all images or quotes can be guaranteed for placement in this campaign.

Follow us on Facebook: [@biketoworkday](https://www.facebook.com/biketoworkday), Instagram: [@biketoworkday_bayarea](https://www.instagram.com/biketoworkday_bayarea), and Twitter: [@BikeToWorkSFBay](https://twitter.com/BikeToWorkSFBay) and check out when the campaign goes live!

We look forward to hearing from you!