

Wednesday 15 February 2023

Love to Ride's first cycling challenge

- **Free programme to promote and reward cycling**
- **Four challenges supported by the Government this year**
- **Love to Ride users can win prizes worth up to £2,000**

Islanders are encouraged to sign up to [Love to Ride](#), a free online programme to promote and reward cycling.

They can create an account to log their cycle journeys, collect badges and take part in challenges to win prizes worth up to £2,000, as well as engage in the community forum, and find out more about the local cycling community and opportunities.

The first challenge, Riding into Spring, runs between 1 March and 31 March. During this time, Islanders can log their cycle journeys to be in with a chance of winning national and local prizes. The challenge is open to everyone, including new, infrequent, and regular cyclists.

This campaign is in line with the Government's Sustainable Transport Policy, and one of its key principles that reducing motor vehicle journeys will benefit Jersey. It supports a reduction in carbon emissions and helps put the Island on the path to net zero by 2050, as envisaged under the Carbon Neutral Roadmap.

Public Health is supporting the campaign and encouraging Islanders who are able to cycle to get involved. Research shows that cycling at a moderate intensity can lift your mood and help improve physical and mental health.

Local businesses which want to encourage employees to get involved can get free digital posters, desktop lock screens and social media tiles by contacting the [Sustainability and Climate Change team](#).

Assistant Minister for Infrastructure, Deputy Steve Ahier, said: "Love to Ride is a great initiative which rewards cycling and gets people on their bikes. This first challenge is a great opportunity for Islanders to get familiar with the programme and get into a good rhythm of cycling ahead of the summer months.

"Low carbon transport options like cycling have such a positive impact on the environment. It's important that we all play our part to reduce our carbon footprint, so I encourage everyone to get involved with Love to Ride, whether you're a keen cyclist or new to cycling."

Cirsty de Gruchy, Head of Move More Jersey, said: "Jersey Sport are delighted to see the Love to Ride challenges launched and we have been working closely with the Government of Jersey in preparation of the launch of the March challenge.

"Move More Jersey have lots of opportunities, programmes, and social rides to help and support all Islanders who may be nervous or hesitant getting on their bike. We also have Cycle Without Limits, an adapted cycle centre that supports Islanders living with a disability. If you want to get involved with Love to Ride but have any concerns about cycling, please visit [our website](#) for more information on how Move More can help."

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Notes to Editors

1. For further information, please contact the press office on 01534 440430 or pressoffice@gov.je
2. Love to Ride prizes can only be won during the challenges. The list of national and local prizes will be confirmed before Ride into Spring launches, and will be available on the Love to Ride [website](#)
3. Employers can obtain free digital posters, desktop lock screens and social media tiles by contacting: sustainabletransport@gov.je