

Tuesday, 14 March 2023

Islanders invited to banana themed cycle

Islanders are encouraged to join a banana themed cycle ride this Saturday (18 March) for Fairtrade Fortnight and Love to Ride's 'Ride into Spring' challenge.

The ride is open to everyone of all cycling abilities and ages, there is no need to register, Islanders are encouraged to dress in yellow or banana themed and turn up with their bikes in St Aubin at 10am.

The ride from St Aubin will begin at 10.15am, towards Westpark near La Frégate, where there will be free fairtrade snacks and hot drinks provided by the Coop, Fairtrade Jersey, and Coopers.

Cyclists should log the ride on Love to Ride to be in with a chance of winning a prize, including Jersey's top prize of a new e-bike. For more information, visit lovetoride.net/jersey

Nearly 800 Islanders have signed up to Love to Ride since the scheme was announced last month, and a total distance of 24,000 miles have been logged during Jersey's 'Ride into Spring' March challenge.

Sustainability and Climate Change Engagement Manager, Jane Burns, said: "This should be a great Saturday morning out for all the family, it's an opportunity for those who are on Love to Ride to get another ride logged. The Ride into Spring challenge runs until the end of March, so there's still time for people to sign up and get on their bikes."

Fairtrade Jersey, Tony Allchurch, said: "We are riding to save the things we love - like bananas, coffee, and chocolate - by always choosing Fairtrade. Fairtrade supports farmers on the front-line of the climate crisis. I hope to see lots of Islanders joining in the fun cycle ride on Saturday morning and being treated with a Fairtrade banana brunch at the end."

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Notes to Editors

1. For further information, please contact the press office on 01534 440430 or pressoffice@gov.je