



# Media release

For immediate release

Date: 26 March 2013

## **Bike to Work Breakfast success for the city**

The city's Bike to Work Breakfast event on Friday 22 March was a great success, with 352 people cycling to Dome cafe on Rokeby Road and receiving a free breakfast.

Mayor Heather Henderson said this was a 46 per cent increase on last year's attendance.

"We organised the event in collaboration with the Department of Transport to celebrate Cycle Instead Bike Week 2013," Mayor Henderson said.

"The breakfast rewarded existing cyclists and provided encouragement to those cycling to work, school or university for the first time.

"Bike Week promotes both the health and environmental benefits of cycling for transport and it was wonderful to see so many people get involved.

"The city is very supportive of sustainable travel initiatives and the Bike to Work Breakfast is a really popular event."

As part of the 'Bring a friend' competition, commuters went in the draw to win additional prizes if they brought along someone that didn't usually cycle.

Participants could request bike maps, road rules, discount cards, an electronic cycling benefits calculator and information on how to choose and maintain a bike.

Subiaco Primary School also held a breakfast, subsidised by the City of Subiaco, on Friday for National Ride2School Day.

For those who would like to start cycling to work, the Subiaco TravelSmart Map shows safe cycling routes and bike parking in Subiaco, and the Perth Bike Map shows cycling routes in Perth. These maps are available on the city's website [www.subiaco.wa.gov.au](http://www.subiaco.wa.gov.au) or by emailing [city@subiaco.wa.gov.au](mailto:city@subiaco.wa.gov.au)

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