

Getting There by Bike:

Breaking down barriers to bicycling

- Address the most common reasons people don't ride their bikes

- **Empower cyclists**
- **Instill confidence**
- **Teach skills & strategies**
- **Working with traffic**

RiseVT/ CyclingSavvy

Empowerment

Classroom



- Skills building



- On the road learning

Rise VT

- **A mission:** to improve community health
- **Great PR skills!**
- **Contacts**
- **Sponsorship**
- **Social Media Smart**



The flyer features the CyclingSavvy logo (an orange cyclist icon) and the RISE VT logo (the word 'RISE' in green with 'VT' in a circle). Below the logos, the text reads: 'FREE CYCLING SAVVY COURSE', 'Friday, May 2', '6:00 - 9:00', 'Unitarian Universalist Church', '108 School St, Bennington, VT', and a list of bullet points: '• Feel empowered & confident', '• Learn skills to make cycling safer', and '• Increase your confidence on the road'. The flyer is white with green and orange accents.



The screenshot shows a news article on the RISE VT website. The article title is 'CYCLINGSAVVY: HELPING BIKE RIDERS GAIN CONFIDENCE' by Caitlin Maloney, dated Sep 17, 2019. The article includes a photograph of a person in a blue shirt and blue helmet standing next to a bicycle, while a person in a bright green shirt and green helmet stands next to them, possibly providing instruction. The background shows a parking lot with other people and bicycles. The screenshot is labeled 'Screenshot' and 'By Bruce Lierman'.

CyclingSavvy

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Thanks to:

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... and many others