



#BICYCLESCHANGELIVES™



MAKE IT COUNT



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The Bicycles Change Lives Ride-a-thon in a nutshell

#BicyclesChangeLives aims to mobilise people through bicycle donations to Qhubeka, World Bicycle Relief's programme in South Africa. Join Team MTN-Qhubeka p/b Samsung as they Make It Count and participate in the 24-hour Bicycles Change Lives Ride-a-thon beginning on 28 November 2015.

The goal of the #BicyclesChangeLives campaign is to raise funds for 5 000 bicycles for people in rural Africa, where lack of mobility often holds people back from accessing opportunity. Team MTN Qhubeka p/b Samsung has raised over 4 500 bicycles in 2015 to date, and is seeking to hit the goal of 5 000 before the end of the year. You can help them to achieve that goal by supporting **the Bicycles Change Lives Ride-a-thon**. Here's how:

The goal is to help MTN-Qhubeka p/b Samsung ride the distance from Cape Town to Cairo and turn those kilometres into bicycles for people in Africa. Your donation will provide bicycles to people, giving them the tools to make their own path in life.



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How to participate in the Bicycles Change Lives Ride-a-thon

Step 1:

Register on the [Bicycles Change Lives website](#)

Step 2:

Pledge your donation

(Suggested donation: A minimum of 1 unit of your currency applies, i.e. South Africans will need to pledge from R1 minimum per kilometre)

Step 3:

Follow Bicycles Change Lives on Strava.

(On the Strava app, search for “Bicycles Change Lives” and click the “Follow/Friend” button. This will be used to track how many kilometres you have cycled.)

Starting at 2pm on 28 November to 2pm on 29 November, cycle up a storm wherever you are and **Make It Count** with Bicycles Change Lives and Team MTN-Qhubeka p/b Samsung.



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The ABC's of corporate participation in the Bicycles Change Lives Ride-a-thon

A: Ask People To Participate

Incentivise your employees participation by offering to match any amount participants raise during the 24 hour period. To up employee participation consider organising a corporate spinnathon or ride at your premises.

B: Be Competitive

Challenge other corporates to Make It Count. Give your competition a call, let them know what you're doing and ask them if they're willing to compete to see who can ride further and raise more.

C: Cycle

Starting at 2pm on 28 November until 2pm on 29 November, cycle up a storm wherever you are and **Make It Count** with Bicycles Change Lives and Team MTN-Qhubeka p/b Samsung.



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Make sure to download the Bicycles Change Lives Ride-A-Thon kit on [Dropbox](#).

In this kit you will find:

Email templates

Feel free to email as is or edit to include your company logo

Press releases

We've included our first press release. If you access this folder using Dropbox you will be able to find all the latest press releases as the campaign develops

Website banners

If your website has banners, please consider placing or rotating these banners on your website. The banners should link through to: <https://bicycleschangelives.org/>

Social media content plan

In this folder you will find graphics to share, text to tweet and photos to post on IG.

Link:
<https://www.dropbox.com/sh/fasq9qyc10hdfca/AAD3kLjvfKwobF3DiiQOFNaDa?dl=0>



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**WITH YOUR SUPPORT,
TEAM MTN-QHUBEKA P/B
SAMSUNG CAN **MAKE IT COUNT.****

**We've put together this kit to make it easy for you to support us.
Should you have any questions about anything in this kit please feel free to contact
Wendy: (m) +27 83 677 3896 or wendy@qhubeka.org**