

# SPRING INTO CYCLING

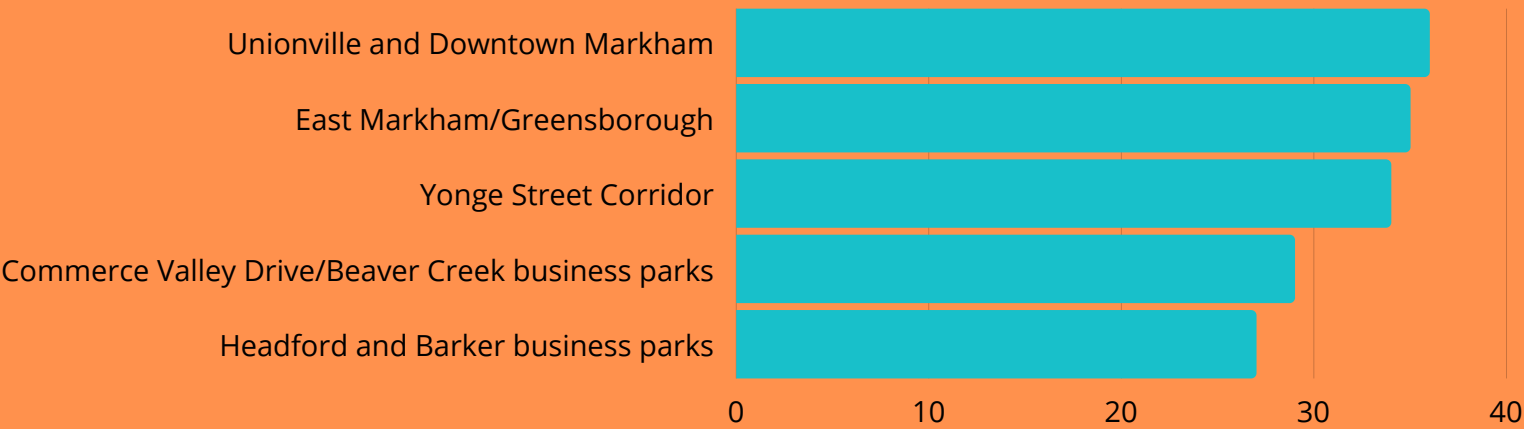
May 15 to 30, 2021



## CAMPAIGN GOALS

To encourage the York Region community to get active by bike by providing participants with custom cycling guides of neighbourhoods in Markham and Richmond Hill, and to receive photos and videos of cycling rides from participants.

## 161 CUSTOM CYCLING MAPS REQUESTED



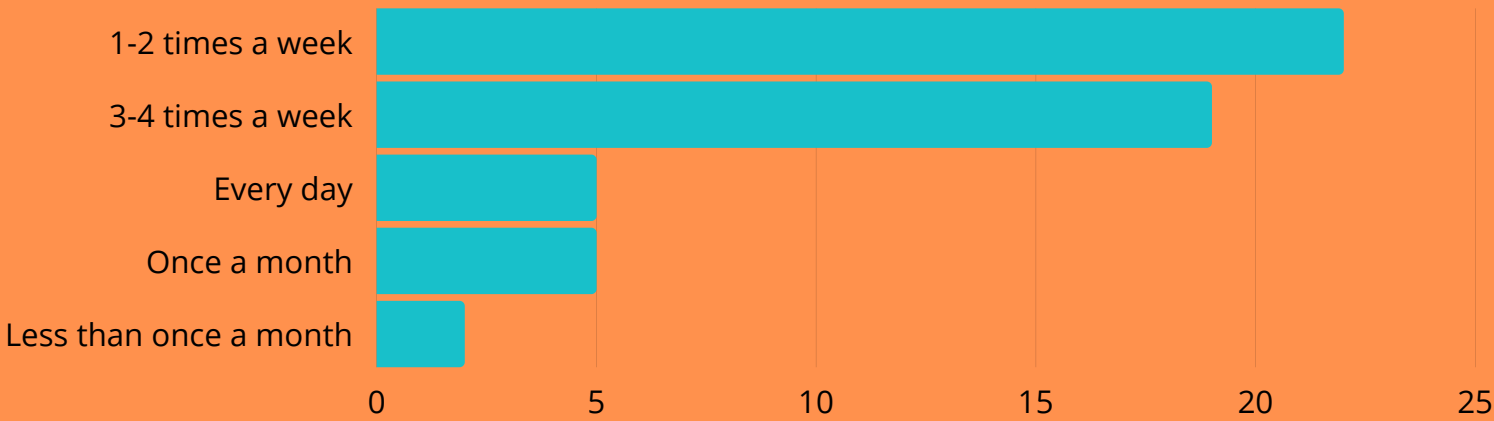
Number of custom cycling maps requested by campaign participants

## MARKETING AND PROMOTION

Campaign information promoted to:



## CYCLING FREQUENCY PRIOR TO CAMPAIGN

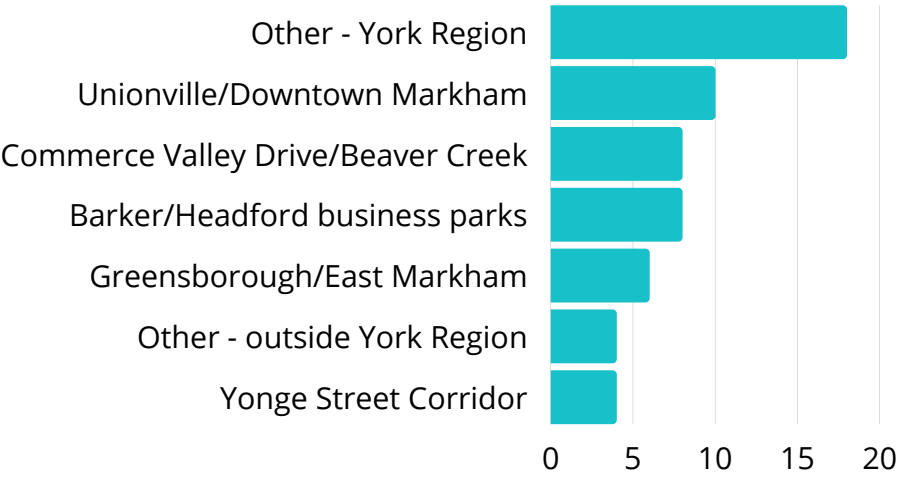


Cycling frequency prior to the campaign as indicated by the number of participants

## 240 PHOTO AND VIDEO SUBMISSIONS



227 photos and 13 videos from 21 cyclists



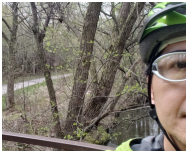
Number of photo and video submissions received featuring specified locations

## SOCIAL MEDIA STATISTICS

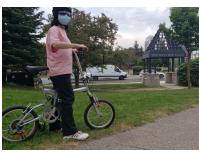
54 #SpringintoCycling Facebook, Instagram and Twitter posts during the campaign



## CAMPAIGN WINNERS



Leong Poon  
\$150 gift card from Evolution Cycles



Vicky Lee



Kobihan Karunakaran  
CAA Basic Membership



Zeshen Wang  
\$25 gift card from SCMRH



Anthony Ko