

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:

3,754 **79,548** **180** **209** **593**

Newsletter subscribers

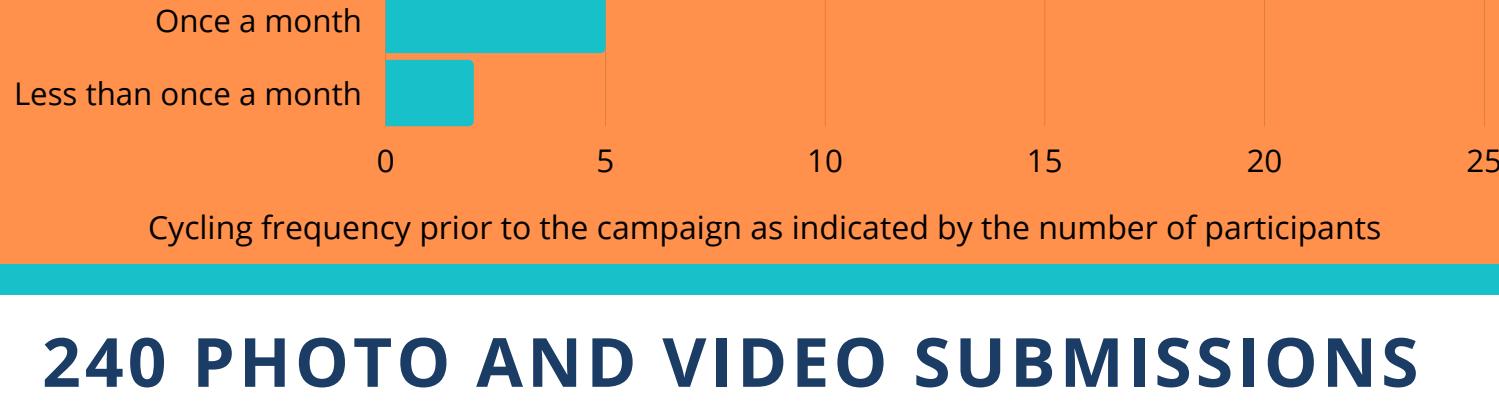
SCMRH workplace employees

Instagram followers

Facebook page likers

Twitter followers

CYCLING FREQUENCY PRIOR TO CAMPAIGN

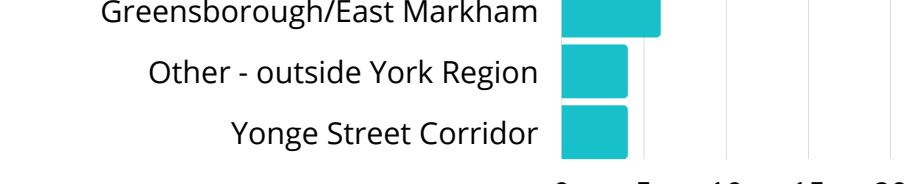


Cycling frequency prior to the campaign as indicated by the number of participants

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

19
Facebook likes

139
Instagram likes

48 Twitter likes
15 Retweets

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

Funders

MARKHAM

RICHMOND HILL

AMD

CAA

CROWN
REALTY PARTNERS

WSP

Bike Shop Partner

evolutioncycles

Co-managed by

Markham
BOARD OF TRADE

RICHMOND HILL
BOARD OF TRADE