

PRESS RELEASE

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Climate Alliance

World's largest cycling campaign goes into the next round

City Cycling kicks off with more municipalities than ever before – for the first time also in Denmark and the USA

Frankfurt, 29 April 2021. The 2021 edition of Climate Alliance's City Cycling campaign launches on 1 May.

More than 1,600 municipalities from five nations have already registered for the world's largest cycling campaign – a new record. Cities from Denmark and the USA are taking part for the first time. "City Cycling is a great opportunity to take advantage of the enthusiasm surrounding cycling to convert even more people into dedicated, regular cyclists in the long term. We are therefore pleased that more and more municipalities, especially international ones, are taking part in the campaign," comments André Muno of Climate Alliance. Since the Corona crisis, the cycling trend has gained additional momentum worldwide and the topic is now on the agenda of many local governments.

In the City Cycling competition, local politicians and the public pedal together, competing for 21 days between May and September. In doing so, they can experience the advantages of cycling first hand while setting an example and promoting cycling for climate protection and increased quality of life. More than 545,000 people from 1,482 municipalities followed the call last year, covering more than 115 million kilometres by bicycle.

Municipalities and cyclists worldwide can register for the City Cycling 2021 through September.

City Cycling is an international Climate Alliance campaign and is supported by Ortlieb, ABUS, Busch + Müller, Stevens Bikes, MYBIKE, Paul Lange & Co, WSM and Schwalbe.

FURTHER INFORMATION

- [City Cycling campaign website](#)
- [Photos for use by the press](#)

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CITY CYCLING

The international CITY CYCLING campaign by Climate Alliance invites members of municipal parliaments to get on their bikes, become climate action role models and promote cycling. They team up with citizens to cycle as many kilometres as possible for their municipality on 21 consecutive days between May and September. The campaign aims to sensitise people to cycling in everyday life and to boost awareness for bicycle traffic planning in municipal parliaments. With the reporting platform RADar! and validated cycling data that can be made available to participating municipalities, the campaign also includes two elements with which cycling infrastructure can be improved in a very concrete and participatory way. city-cycling.org

THE CLIMATE ALLIANCE

For over 30 years, Climate Alliance member municipalities have been acting in partnership with indigenous rainforest peoples for the benefit of the global climate. With more than 1,800 members spread across 27 European countries, Climate Alliance is the world's largest city network dedicated to climate action and the only one to set tangible targets: each member city, town and district has committed itself to reducing greenhouse gas emissions by ten percent every five years. Recognising the impact our lifestyles can have on the world's most vulnerable people and places, Climate Alliance pairs local action with global responsibility. climatealliance.org