



## Cyclescheme

4mediarelations was asked to promote Cycle to Work Scheme for the second year in a row after a successful start to the initiative in 2013. Dame Sarah Storey backed the scheme and proved to be an ideal spokesperson after her medal haul at the 2012 Paralympics Games and subsequent achievements. Cyclescheme's annual Cycle to Work Day encourages everyone to take to two wheels and cycle to work.

### The Campaign

We invited Dame Sarah Storey into the 4mediarelations studio to discuss the Cycle to Work Scheme along with Daniel Gilborn, Director from Cyclescheme, and Sam Dukes, Senior Manager from Institute of Leadership and Management. We used the encouraging statistics regarding the number of Brits cycling to work as well as the health and professional benefits of doing so to attract a wealth of broadcast media attention.

Laurence Boon, Marketing Manager of Cyclescheme LTD, said of the coverage: "2014's Cycle to Work Day was a huge success with hundreds of employers supporting the day and tens of thousands of working adults getting in the saddle and riding to work. The campaign's success was down to good planning, a compelling media hook and a fantastic team of partners and advocates working to hard to put the event on the map. 4mediarelations was a crucial partner, their work not only elevated the campaign into the broadcast media but

also ensured that we fully capitalised the campaigns activities and narrative. We feel that the Cycle to Work Day campaign transcended the cycle to work sector and that 4mediarelations' expertise and experience was vital to this achievement."

### Coverage

The story featured on the Chris Evans Show on BBC Radio 2 along with a host of regional BBC Radio stations and commercial stations. Sky News Radio also featured to story along with talkSPORT giving it tremendous media reach.

### Summary of Success

Audience Reach: 71,813,379

Total Items of Coverage: 25

Total AVE: £169,127

PR Value: £2,450,317

