



Government of **Western Australia**
Department for **Planning and Infrastructure**
Bikewest

Our ref : DPI/08/10153 Letter to Principals

Enquiries : Jana Zivadinovic 9216 8556

Attention: School Principal

10 February 2009

Dear Principal

Cycle to School Day 2009: Wednesday, 25 March

On behalf of the Department for Planning and Infrastructure's Bikewest, I invite your school to register for the annual *Cycle to School Day*.

Part of the annual *Cycle Instead* Bikeweek (22-29 March), the theme of the 2009 event is *Saving the planet - I'm up for it! Cycle Instead*.

Our aim is to promote a healthy and active travel mode and lifestyle choices for students by assisting schools to encourage more children in Year 5 and above to cycle to school.

Also, this is a great opportunity for teachers and students' families to join in the event, to enjoy the many benefits of cycling themselves and act as role models for students.

Cycle to School Day and the National Ride2School Day coincide again this year. This will be a great day to run your event and join hundreds of other schools promoting cycling both in Western Australia and nation-wide.

This year, all registered schools will go into a draw to win one of two Avanti bikes, each valued at \$600 retail (one for a metropolitan and one for regional school).

How to register

To register, fax the attached registration form to us, or download this form from our web site www.dpi.wa.gov.au/cycletoschoolday.

Registrations close on Tuesday, 3 March 2009.

Incentives and give-aways

Schools that register by 3 March will receive a *free* promotional and merchandise pack, which includes the following:

- ***Cycle Instead* branded and other merchandise**, a quantity of pencils, pencil/make up cases, highlighters, mini badges, bike bells, puncture repair kits etc, to use as spot prizes or to raffle;
- **Participation Certificates, stickers and temporary tattoos**, one for each participating student;
- **Posters** to promote your event around the school;
- **Media statement and newsletter templates** to help promote your event locally, and
- A chance to **WIN** one of two Avanti bikes, each valued at \$600 (retail).

Teachers' Information Kit

To assist schools in meeting their duty of care requirements the information kit will include:

- A Parent Consent Form template to be sent to families of children in Years 5 and above.
- Advice to parents that students aged 10 years and younger, who want to participate, should be accompanied by a parent/guardian.
- A form on which to record consent approvals, whether the student is cycling alone or in the company of others and to show that the student did arrive at school on the day of the event. (This form will also be available on the Bikeweek web site).
- Information explaining how to safely participate in Cycle to School Day.

An Event Ideas Sheet and other event planning and promotion material will be mailed to the school after Bikewest receives your registration.

In 2008, a record 14,500 students from more than 160 metropolitan and regional primary schools rode to school on the day. Various functions were organised by schools, such as breakfasts, bike safety talks, bike skills development sessions, assemblies, raffles, faction and poster competitions.

I look forward to your school joining the thousands of Western Australian teachers and school children, who discover the joys of cycling during the annual Cycle to School Day.

For more information about Cycle to School Day 2009, please contact Event Co-ordinator Jana Zivadinovic, on 9216 8556, or email cycling@dpi.wa.gov.au or log on to www.dpi.wa.gov.au/cycling.

You may wish to subscribe to our electronic mailing list list at www.dpi.wa.gov.au/cycling for information about upcoming cycling events and news during 2009.

Yours sincerely



A/Manager, Bikewest
Encl.