



ROTARY
Ride 2018
FOR PROSTATE CANCER

GET ON YOUR BIKE
FOR PROSTATE CANCER



Rotary Ride – what is it all about?



- Originally started in 2014/15 – great support but due to some changes to beneficiaries it lost momentum 2 years later. Resurrected in 2018 and 2019 but cancelled in 2020. Now scheduled for w/e 4th/5th September 2021.
- Cycling event (not a race) for -
 - Casual cyclists,
 - Family cyclists,
 - Keen cyclists,
 - Fun rides for all,
 - Static bikes in public places,
 - Possible to link clubs and Districts to work together.

Rotary Ride – what is it all about?

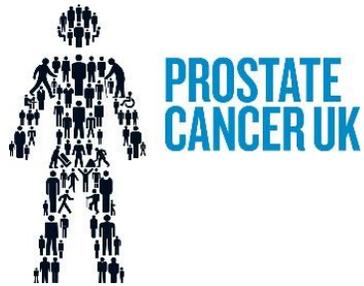


- After criticism of not getting enough about Rotary in the press the GC wanted to change that and thought about the best ways to do that.
 - *Get Rotary publicised nationally to advertise what we do,*
 - *Attract new, potential Rotarians of all ages,*
 - *Attract Rotarians' families – for children as well,*
 - *Be the catalyst to start a huge event throughout Rotary GB&I with health benefits,*
 - *Be involved with cycling after the publicity it now receives,*
 - *Have the ability to attract ambassadors, recognised by many people,*
 - *Save lives, raise awareness and funds for Prostate Cancer in GB&I,*
 - *Originally held on or around Father's Day (June) each year, now September,*
 - *Watch it grow so that clubs use it as a marketing tool,*
 - *Allows clubs and Districts to work together.*

Rotary Ride is supporting prostate cancer charities



The Rotary Ride supports the four national prostate cancer charities.

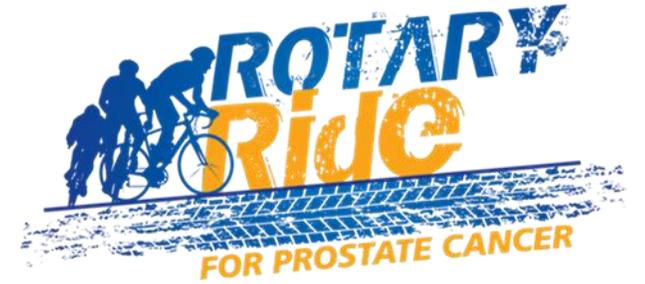


Clubs can also support a local prostate cancer charity of their choice.
The current national co-ordinator is Keith Hopkins from D1010.

keithhopkins@hotmail.co.uk

Rotary Ride

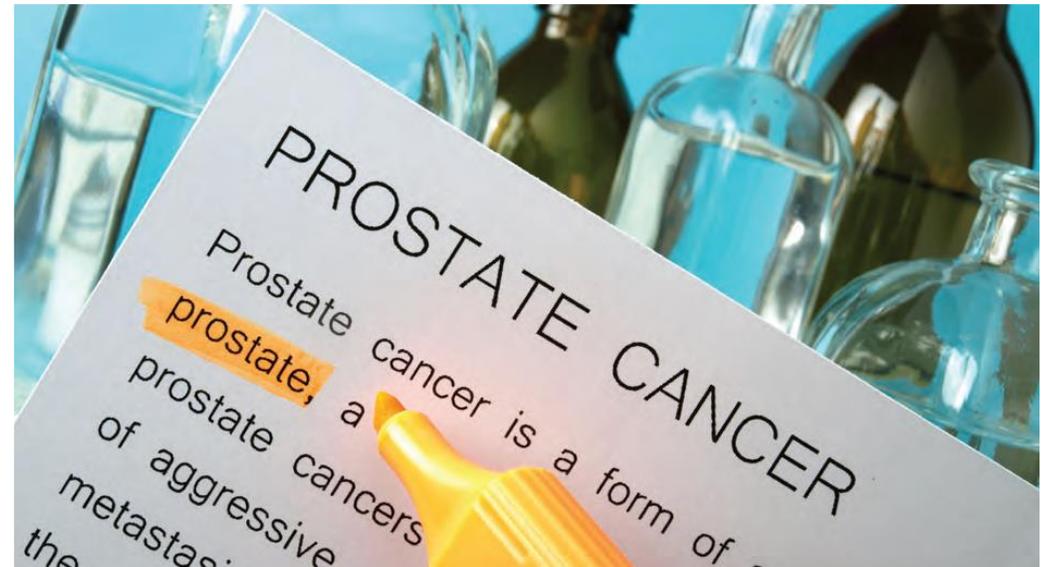
- Events are expected to take on and around the weekend of September 4th and 5th September 2021. (Subject to Covid restrictions).
- Family rides – nice, easy days out where people enjoy the scenery and being together as families.
- Static rides – an exercise bike or two, for those who prefer the scenery where they are – on an islands ferry! Ideal for supermarkets and shopping malls/centres etc.
- Enthusiast rides – challenging courses which are more of an adventure. Usually on roads and over a set distance.
- Off road, on cycle tracks, in parks, private estates etc.
- Linking clubs within each District. Riding from one club to another and having hospitality between the clubs, e.g. BBQ breakfast or lunch.
- Insurance is now sorted, see the “Rotary Insurance Guide”.
- It’s up to each club what they do.



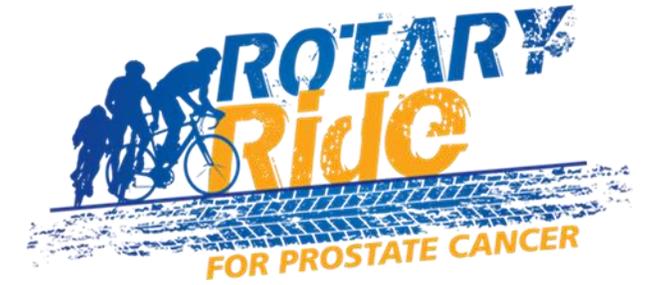
About Prostate Cancer



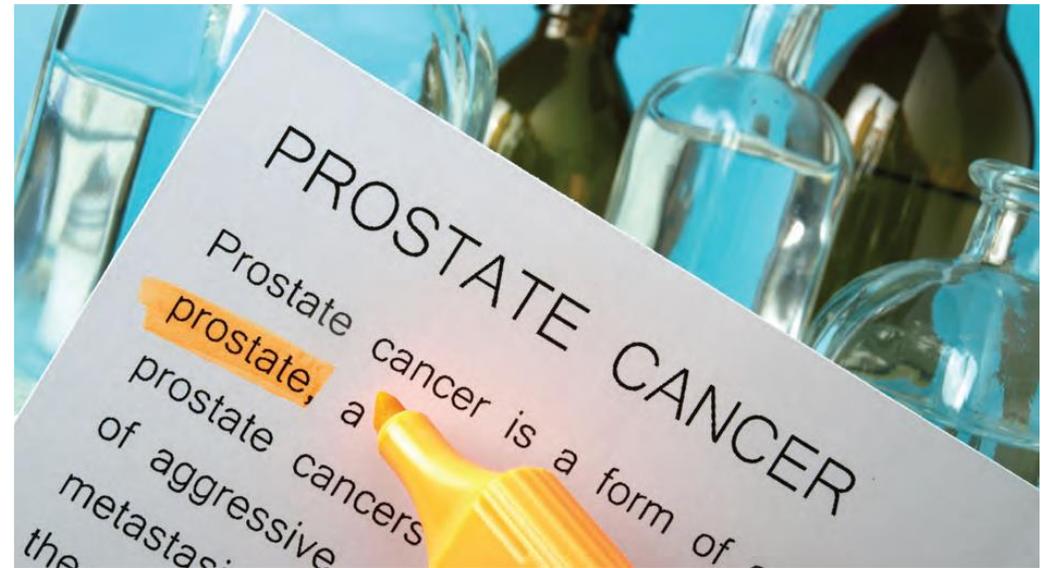
- Over 11,500 men die each year here in GB and Ireland, that's someone every 45 minutes.
- Over 47,500 men are diagnosed with PC every year, 129 every day!
- 1 in 8 men will be diagnosed with prostate cancer in their lifetime.
- Around 400,000 men are living with and after prostate cancer.



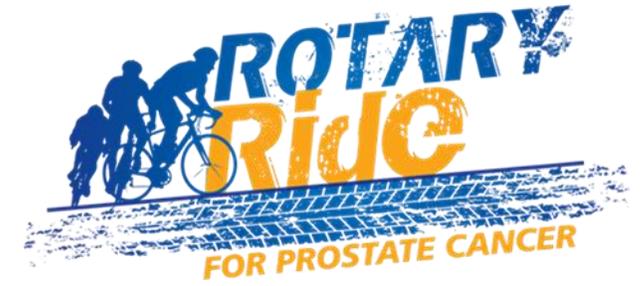
About Prostate Cancer



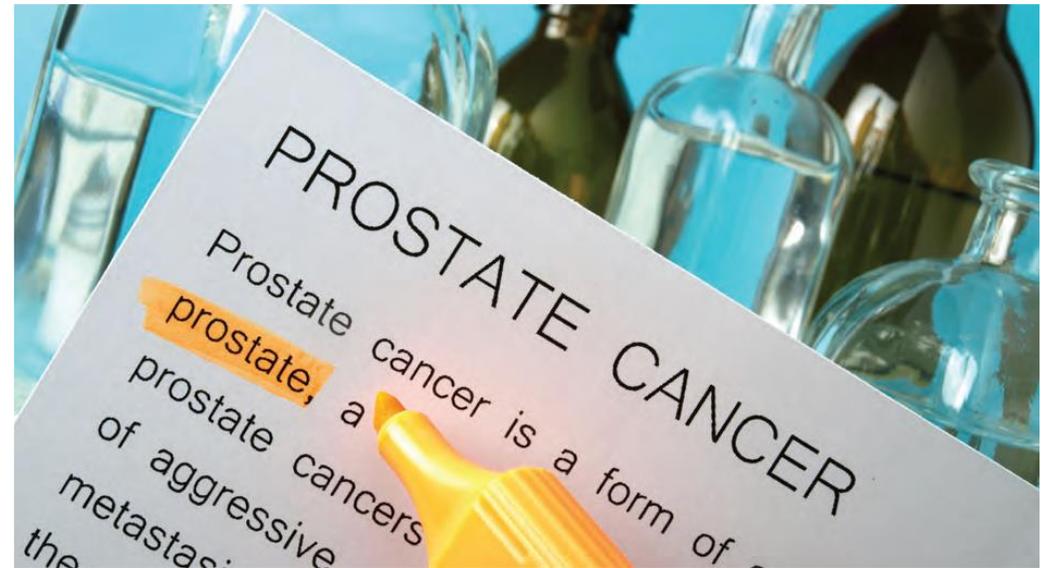
- Prostate cancer is the most commonly diagnosed cancer in the UK.
- If caught in time it can be treated through hormone therapy, surgery or radio therapy.
- Chances of developing the disease increase with age and within certain ethnic groups.



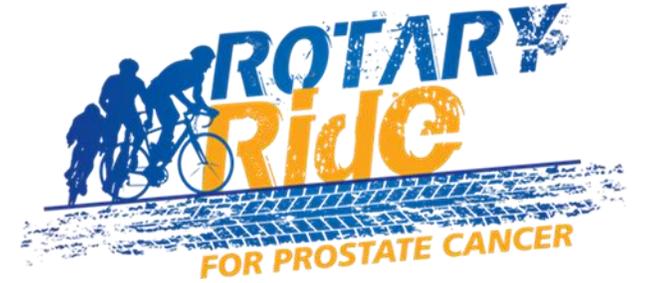
About Prostate Cancer



There is probably not one club within Rotary that has not been affected by prostate cancer.



Why do this?

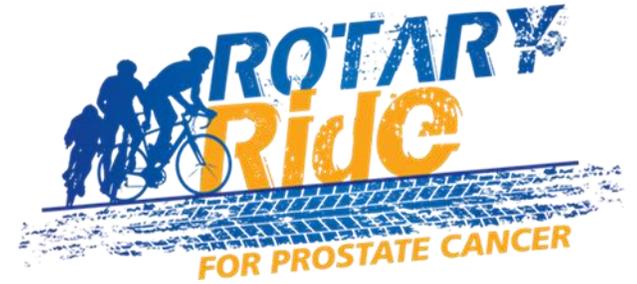


This is a tremendously fun way to support a charity, get people fitter and out and about, and also help Rotary reach the public by:

- Introducing businesses, public sectors and leaders in our communities to Rotary.
- Involving all the Rotary family – Rotaract, Interact, Rotakids etc.
- Making it grow, year on year, to involve well known and famous cyclists.



Previous feedback from participating clubs



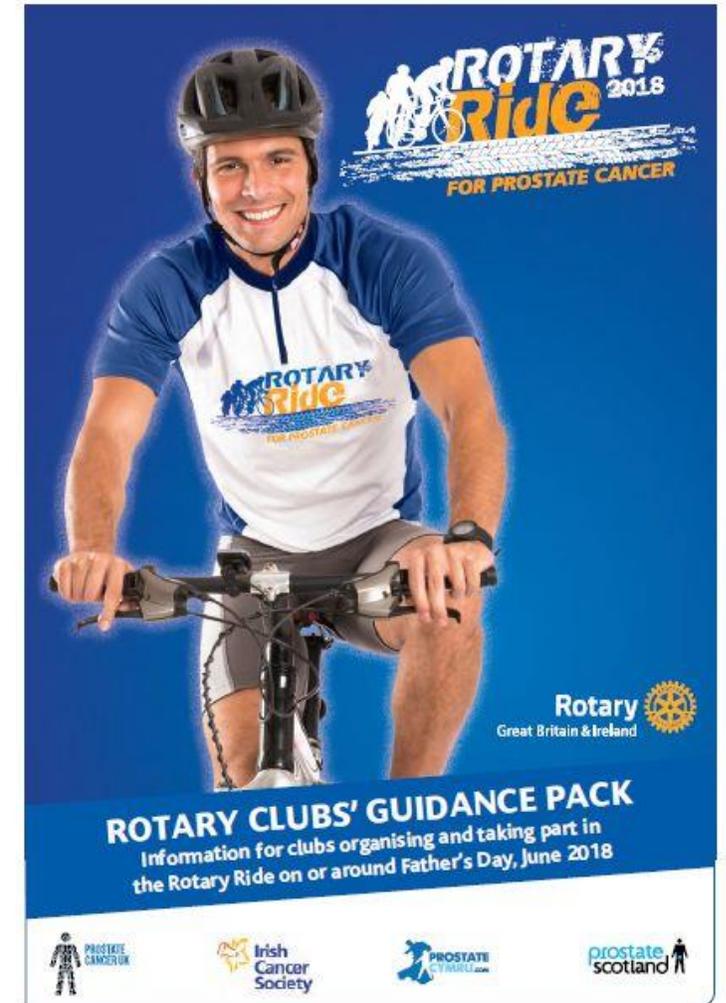
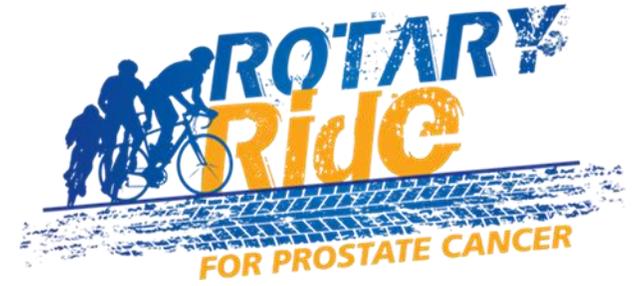
- “We met new, younger, potential Rotarians and met many people who were interested in what we were doing”.
- “Our cycle events today were regarded as a great success with several enquiries as to whether we will repeat it next year”.
- “We connected with businesses and got so many other organisations involved”.
- “It galvanised the club and enthused even those who are difficult to enthuse!”.



How clubs proceed

Download and read the Rotary Ride guidance pack on the website. This contains important information:

- How to login into the Rotary Ride registration site;
- How to organise an event including insurance and health and safety advice;
- How to register your event online to allow others to find it;
- How to raise funds; and
- How to publicise your Rotary Ride.



Registration



Once clubs have organised their Rotary Ride, they should register it on the Rotary Ride registration site, the link to which is on the Rotary Ride event page where they downloaded the guidance pack.

The screenshot shows the website's navigation bar with links: HOME | WHAT IS ROTARY? | FIND A RIDE | WHAT IS ROTARY RIDE? | SPONSORSHIP | CONTACT US. The Rotary logo for Great Britain & Ireland is also present.

The main banner features the text 'ROTARY Ride 2018 FOR PROSTATE CANCER' and 'GET ON YOUR BIKE FOR PROSTATE CANCER' over an image of cyclists.

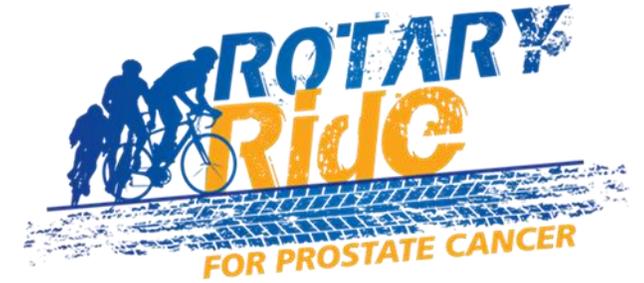
The main content area is titled 'Help support prostate cancer charities with Rotary Ride 2018'. It includes a paragraph: 'Rotary Ride is a series of bike rides organised by Rotary across the country on and around Father's Day weekend, 16th-17th June 2018, to raise money for prostate cancer charities: Prostate Cancer UK, Prostate Cancer Scotland, Prostate Cymru and the Irish Cancer Society as well as local charities.' Another paragraph states: 'From family days, fun rides, static bike rides to more challenging events, there will be something to suit all abilities and you will help more people to beat prostate cancer.' Below this is a button: 'Find your Nearest Ride*'. A note follows: '(*Please note that more rides will be added nearer to Father's Day weekend so do keep checking.)' There are three buttons at the bottom: 'Download the Rotary Ride Guidance Notes', 'Register your Rotary Ride event', and 'Email the team'.

On the right side, there is a 'FIND A RIDE' section with a search box for 'Location/Postcode', a 'Search' button, and the text 'SEARCH FOR AN EVENT NEAR YOU'. Below that is a 'SHARE ON SOCIAL MEDIA' section with icons for Twitter, Facebook, and Google+.

Registration

Registering will help the public to find and take part in your Rotary Ride.

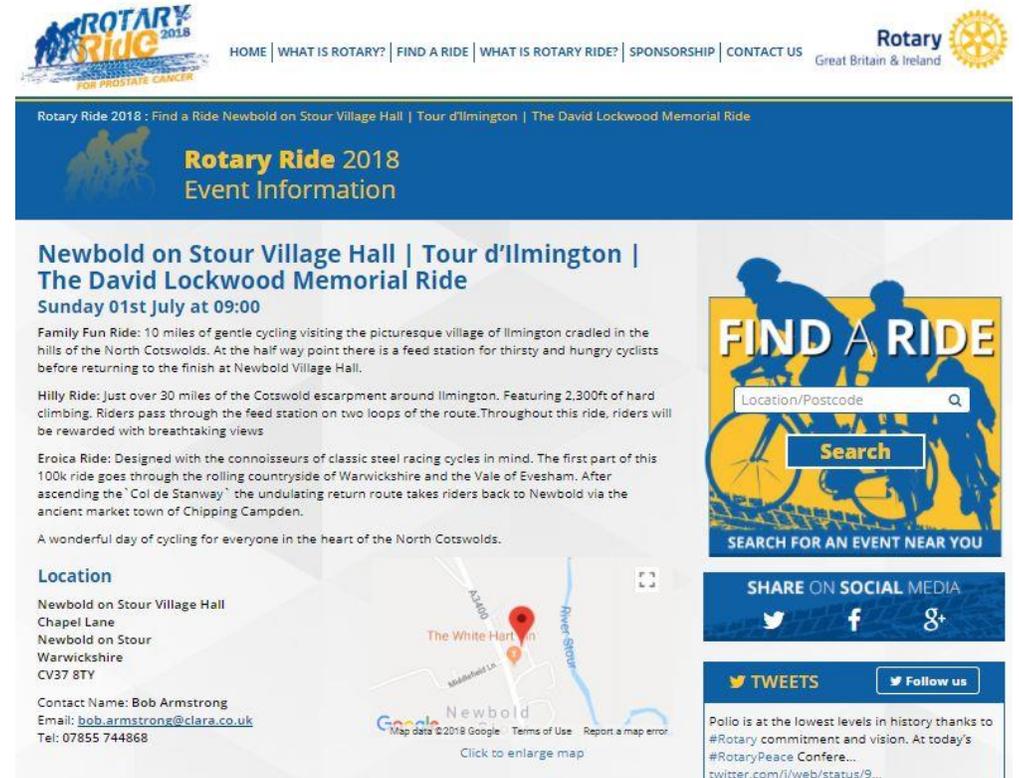
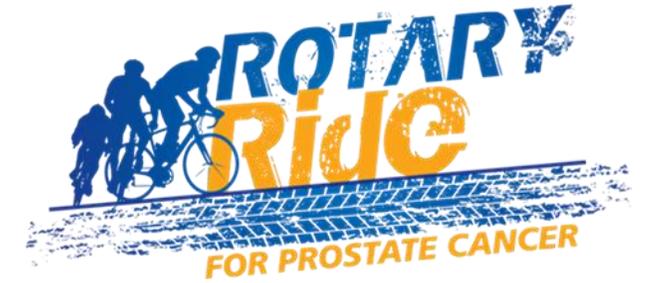
Last year we had the public looking for an event and there weren't any in the area!!



A screenshot of the Rotary Ride 2018 website. The header includes the logo and navigation links: HOME | WHAT IS ROTARY? | FIND A RIDE | WHAT IS ROTARY RIDE? | SPONSORSHIP | CONTACT US. Below the header is a blue banner with "Rotary Ride 2018 Find a Ride". The main content area is titled "National Rotary Ride Events Events throughout the UK and Ireland" and features a search bar with the text "Get involved and find a ride near you" and "Enter your location or postcode below." Below the search bar is a map of the United Kingdom with several location pins. To the right of the map are social media sharing options for Twitter, Facebook, and Google+, a "TWEETS" section with a "Follow us" button, and a "LIKES" section showing "Rotary International I..." with 10,019 likes.

Registration

Please note that any contact details they provide will be published on the website.
Name, e-mail and mobile phone preferred.



The screenshot shows the website for the Rotary Ride 2018. At the top, there is a navigation menu with links: HOME | WHAT IS ROTARY? | FIND A RIDE | WHAT IS ROTARY RIDE? | SPONSORSHIP | CONTACT US. The Rotary logo for Great Britain & Ireland is also present. Below the navigation is a blue banner with the text "Rotary Ride 2018 Event Information". The main content area is divided into two columns. The left column contains text about the "Newbold on Stour Village Hall | Tour d'Ilmington | The David Lockwood Memorial Ride" scheduled for Sunday 01st July at 09:00. It describes three types of rides: Family Fun Ride (10 miles), Hilly Ride (30 miles), and Eroica Ride (100k). A map shows the location of Newbold in Warwickshire. The right column features a "FIND A RIDE" search box with a "Search" button and a "SHARE ON SOCIAL MEDIA" section with icons for Twitter, Facebook, and Google+. At the bottom right, there is a "TWEETS" section with a "Follow us" button and a tweet about Polio levels.

Rotary Ride 2018
Event Information

Newbold on Stour Village Hall | Tour d'Ilmington | The David Lockwood Memorial Ride
Sunday 01st July at 09:00

Family Fun Ride: 10 miles of gentle cycling visiting the picturesque village of Ilmington cradled in the hills of the North Cotswolds. At the half way point there is a feed station for thirsty and hungry cyclists before returning to the finish at Newbold Village Hall.

Hilly Ride: Just over 30 miles of the Cotswold escarpment around Ilmington. Featuring 2,300ft of hard climbing. Riders pass through the feed station on two loops of the route. Throughout this ride, riders will be rewarded with breathtaking views

Eroica Ride: Designed with the connoisseurs of classic steel racing cycles in mind. The first part of this 100k ride goes through the rolling countryside of Warwickshire and the Vale of Evesham. After ascending the 'Col de Stanway' the undulating return route takes riders back to Newbold via the ancient market town of Chipping Campden.

A wonderful day of cycling for everyone in the heart of the North Cotswolds.

Location
Newbold on Stour Village Hall
Chapel Lane
Newbold on Stour
Warwickshire
CV37 8TY

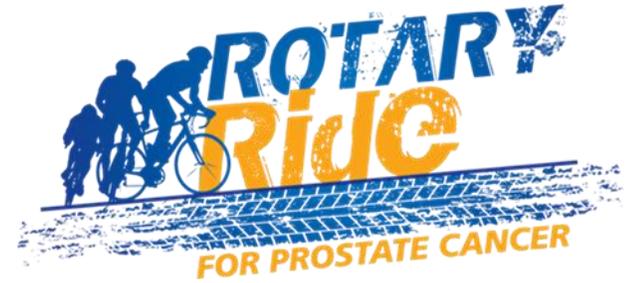
Contact Name: Bob Armstrong
Email: bob.armstrong@clara.co.uk
Tel: 07855 744868

FIND A RIDE
Location/Postcode
Search
SEARCH FOR AN EVENT NEAR YOU

SHARE ON SOCIAL MEDIA
Twitter Facebook Google+

TWEETS Follow us
Polio is at the lowest levels in history thanks to #Rotary commitment and vision. At today's #RotaryPeace Confere...
twitter.com/1/web/status/9...

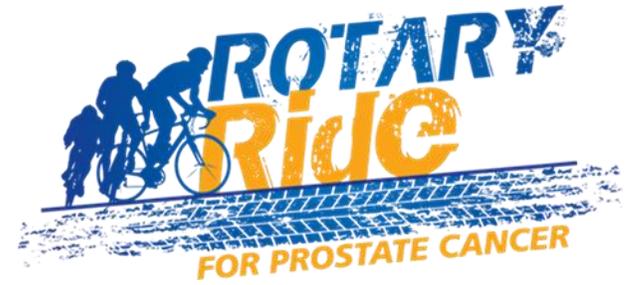
District Planning



This event takes time to organise. It may help to:

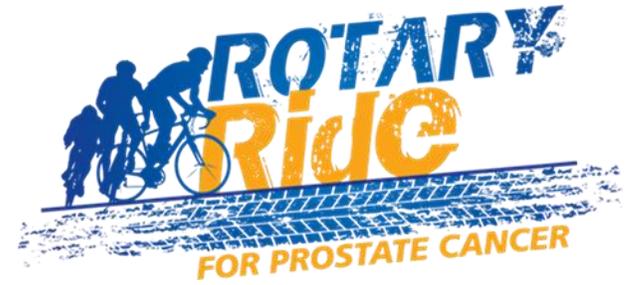
- Appoint a District Coordinator to enthuse others, promote and keep track of all your District events.
- Ask clubs to appoint co-ordinators who can organise the event in District/Areas.
- Talk to local cycling clubs and cycle shops to get them involved.
- Work with other Rotary clubs – link from one club to another within your District.
- Place information on your web page and social media platforms using the following hashtags #rotaryride #rotary #prostatecancer.
- Include the supported charity.

Rotary Ride – what can you do?



1. Be enthusiastic about it in your District.
2. Appoint a Club RR Coordinator so we can direct information and ideas to them.
3. Consider getting your local, neighbouring clubs to join up with you and have fun and fellowship.
4. Be innovative in organising something this year.
5. Ensure that your RR is safe, within the Covid rules at the time and ensure a full Risk Assessment is done.

Rotary Ride – what can you do?



If we are still in lockdown (and even if we aren't) we could easily organise a static ride which is for the public as well as Rotarians –

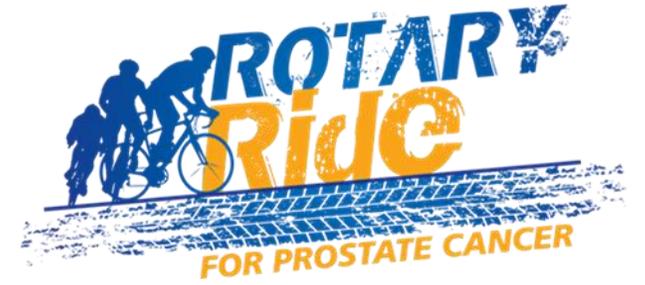
- Challenge people/family to collectively ride (with social distancing) a number of miles e.g. London to Paris (283 miles) in a week or over the weekend; your address to RI headquarters in Evanston, Illinois (say 3850 miles)! Be imaginative, you will get coverage in the media.
- Set a casual target for cycling, say, 1 hour and see how far they could ride on static bikes in the house or at a gym.
- BE IMAGINATIVE.

Rotary Ride – what can you do?



- Use social media – if every member has 100 followers on say Facebook, Instagram etc. you could advertise to a large number.
- Ask your local cycle clubs to take it on. Approach cycle sales and repair shops to promote it, etc.
- Ask businesses and local organisations, in your area, to take it on as a challenge. Make it into a competition – “how far can your staff ride on a static bike in, say, 1, 2 or 10 hours?”
- Share your ideas and cooperate with your neighbouring clubs.

Get on your bike

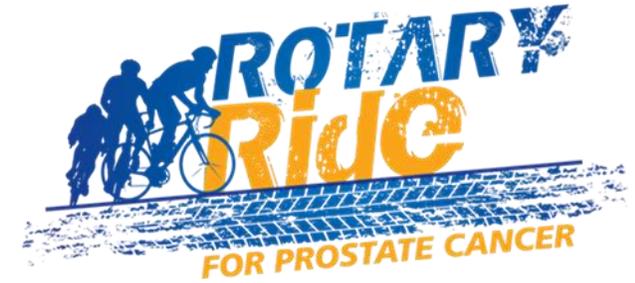


Give it a try.

Even if your chain
comes off you can still
laugh.



Rotary Ride – IMAGINE!!



From the BBC, Sky and ITV news desks-

“Rotary throughout GB&I organised Rotary Ride events which had 100k people on bikes and of these 10k were under 18, they rode 1m miles, raised over £2.5m for Prostate Cancer Charities and gave out 1m information leaflets about prostate cancer to the public to save lives of so many men throughout the land.

At a recent presentation Sir Chris Hoy, said, “It was a great pleasure to be an ambassador for the Rotary Ride. The laps I did with Prince William on the Penny Farthing at Windsor Castle were some of the hardest I have ever done. To see Rotarians on a rickshaw with Ant and Dec was something I will always remember. What a great event it was and I enjoyed meeting so many nice people with their families. I have now become a member of the Rotary!”

ONLY JOKING!!

Any questions?



Email the national co-ordinator Keith Hopkins
via info@rotarygbi.org