

**EMBARGOED UNTIL 12.01AM TUESDAY, 23 FEBRUARY, 2021**

## ***LET'S RIDE MELBOURNE! A HEALTHIER WAY TO GET AROUND***

RACV, the City of Melbourne, City of Port Phillip, and Yarra City Council are encouraging commuters to consider cycling as a convenient, healthier way of getting around.

A new program, *Let's Ride Melbourne!*, has been developed by RACV and the three City Councils to inspire people to get on a bike. A range of cycling related activities – including bike confidence workshops in March – will create an exciting opportunity to learn and boost riding confidence.

Prospective bike riders can sign up for the workshops, subscribe to the regular newsletter and engage with the latest biking information on the dedicated *Let's Ride Melbourne!* website:

<https://letsride.melbourne.vic.gov.au/>

The site also promotes arevo, RACV's journey planner map, which now includes an intelligent bike map feature. Using the latest cycling infrastructure, road and bike path data, the feature displays different routes a rider can follow, ranging from shared walking and cycling paths to bike lanes and off-road tracks.

RACV General Manager arevo Mobility, Elizabeth Kim, said research found the COVID-19 pandemic significantly influenced how we choose to get around, and has understandably prompted people to consider alternative mobility options.

Ms Kim added that recent and planned upgrades to Melbourne's cycling infrastructure by the Victorian and local governments are making it easier and safer for a wider range of bike riders to get around Melbourne.

"The mental, physical and financial benefits of riding for transport, as well as for leisure, are being discovered by more people than ever before," Ms Kim said.

"We have an opportunity to adopt new ways of getting around and choose more environmentally friendly transport options such as bike riding. Many Victorians rediscovered their appreciation of cycling over the past year."

The Deputy Lord Mayor of Melbourne, Nicholas Reece, said: "*Let's Ride Melbourne!* is a great way to access helpful resources and activities for new riders who want to learn more and build confidence.

"We're fast-tracking the installation of new bike lanes to make it safer for more people to ride, which frees up space on public transport for those who need to travel into the city from the outer suburbs.

"There are new lanes along Exhibition and William streets in the city, Rathdowne Street, Swanston Street and Canning Street in Carlton, Abbotsford Street in North Melbourne, Albert Street in East Melbourne, as well as shared zones in the city's 'Little Streets.'"

City of Port Phillip Mayor, Cr. Louise Crawford, said: "Our scenic City is a wonderful place to explore by bike and we're improving accessibility by adding new bike lanes to our existing network. Summer is the perfect time to re-familiarise yourself with the road rules and peddle away in Port Phillip."

Mayor of the City of Yarra, Cr. Gabrielle de Vietri, said: “Cycling significantly contributes to our sustainability and liveability as a city and will ease congestion on our roads. *Let’s Ride Melbourne!* will give people the support and confidence they need to get back on the bike after this pandemic and enjoy the remainder of a COVIDSafe summer.”

In addition to this program, RACV is supporting riders with one free callout within metropolitan Melbourne via their Summer Bike Assist promotion. Up until 18 April 2021 you can access a tyre change or transport up to the value of \$50 if you run into trouble on a ride.

For more information and to get involved in *Let’s Ride Melbourne!* visit <https://letsride.melbourne.vic.gov.au/>

**ENDS**

For all media requests, contact the Media & Communications team on:

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#### **About RACV**

*Founded in 1903, RACV exists to improve the lives of Victorians by delivering valued benefits to members and their communities. RACV addresses the needs of Victorians by informing, advising and representing them through products and services spanning motoring, mobility, leisure, travel, insurance and the home. RACV seeks to help shape a smarter, safer and more connected future for Victoria.*