

GOOD PRACTICE

Traditional Road Bicycle Race



City
Karşıyaka

Country
Turkey

Population
315.008

Mission
To encourage citizens to get on their bikes and ride in the city for the first time, and provide them with support along the process

Target Group
Citizens of all ages

Highlight
An event that inspires people who are new to riding a bike on the roads and encourages riding by showing it is safe to ride together in traffic.

Timeframe
07.06.2014 - One day Event.



Objectives

1. Encourage healthy lifestyles through cycling.
2. Create a more desirable biking environment for all ages.
3. Support and encourage citizens to ride their bikes for the first time.
4. Promote cross-cultural integration and social networking through cycling.

Description

The race was organised in traffic on a Karşıyaka road. The attendants from all ages used their own bikes and the professional cyclists escorted them along the route.

Reach

In 2014, Karşıyaka Municipality started out with 875 participants

Start- Constitution Square
Finish- Bostanlı Fishing Shelter (8 km.)





Results

There was a large amount of participation to the event. The attendants had an encouraging experience, which is believed to motivate them to ride bikes in their routine life. They saw that they could use bicycles as an alternative transport in the city. They realised the investments the municipality has put in building bicycle parks and roads. An award ceremony was held after the event and the first three winners were awarded with medals by the mayor. 5 bikes were given to the first five riders.



More information:

Eylem Başar KAPLAN
Project Specialist

Karşıyaka Municipality

Doç. Dr. Bahriye Üçok Bulvarı No:5 Kat:7 Karşıyaka İzmir

Tel: +9002323994338

Email: eylemkaplan@gmail.com

Website: www.karsiyaka.bel.tr

