

THURSDAY 26 SEPTEMBER 2024

## RACV SHOWS ITS SUPPORT FOR BIKE RIDERS AHEAD OF BIKETOBER

One of the biggest bike-riding initiatives in the state, Biketober, is back and open for registrations.

RACV is calling on everyone to hop on their bikes and join the fun of Biketober. Whether you're a casual rider or cycle daily, Biketober is for everyone - individuals, friends, families, and workplaces alike. Over 200 businesses are already signed up to participate in 2024.

[Biketober](#) is a collaboration between RACV, Love to Ride and the City of Melbourne, challenging participants to log as many bike rides as possible during the month of October in a fun and friendly environment.

Biketober registration is free for workplaces in participating areas including Ballarat, Banyule, Bendigo, Stonnington, Maribyrnong, Merri-bek, Geelong, Whittlesea, Boroondara, Kingston and Melbourne. All other workplaces can join at a 50 per cent discount, and individuals can participate for free.

RACV General Manager Mobility Julia Hunter said that RACV was a proud partner of Biketober.

“We're proud to support this initiative and help businesses create healthier and more environmentally conscious workplaces,” Ms Hunter said.

“Biketober Victoria has proven to be a great tool for businesses to encourage employees to boost their physical activity, which in turn improves fitness, mental health, and overall well-being. It's also a fantastic opportunity for those that have never even jumped on a bike to do so in a fun, collaborative and safe environment.”

Last year, Biketober supported thousands of Victorians to take up bike riding, or to ride more often. The results were compelling with 59 per cent of new riders reporting riding more frequently after the challenge.

“RACV supports active transport and believes in its benefits not only for individuals, but for our environment and transport networks,” said Ms Hunter.

“That support for bike riders can be seen in our services like [RACV Bike Assist](#) – which is free for the first year for Biketober participants.”

Ms Hunter also encouraged bike riders and new Biketober participants to utilise the arevo app, developed by RACV, to help plan your journey and find the safest bike route.

For more information on Biketober and to enjoy the benefits of a more active, connected, and sustainable lifestyle, visit [Lovetoride](#).

**-ENDS-**

### **Further information**

Since 1903, [RACV](#) has been one of Australia's most trusted brands and is the largest member organisation in Victoria.

RACV is proud to provide exceptional experiences for our members and customers through a range of products and services across motoring and mobility, home, energy and leisure. These include emergency roadside assistance, motor insurance, home insurance, home trades and an increasing range of options in the cleaner energy space, such as RACV Solar. We have 10 clubs and resorts across Australia and offer a range of domestic and international holiday packages, tours and cruises from our trusted travel partners.

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