**Engaging, Informing and Inspiring a Town Onto Two Wheels**

Home to some of NZ’s fastest women and men on two wheels, a world class velodrome and down the road from one of the strongest cycling clubs in NZ, Cambridge has a reputation as a great cycling town. But while there’s plenty of lycra adorning the roads, there’s still a way to go for Cambridge to become a bikeable town for the masses.

Bicycle Revolution Cambridge is a group of passionate Cambridge locals advocating for improved cycling infrastructure and an independent voice to council. We have one mission – to have more people biking in Cambridge more often.

We aspire to that through a year-long calendar of events and initiatives all designed to engage with the community and bring them along for the ride, so to speak.

Every event or initiative is by design, to make the association with two wheels something inspiring, easy – and fun!

From bike parking to urban rolls, cycling festivals to mechanic nights, we are by the community, for the community.

Through our conference presentation, we will share with attendees what we’ve done; what worked and what we think we could do better next time. We hope to inspire other groups or towns to look outside the square to help drive a bike culture within their own communities.