



**Scotland's greatest celebration of cycling  
culture:**

**Programme launch**

**Edinburgh Festival of Cycling 2015**

## Press Pack

Contents:

1. About the Launch (timings / location / notes)
2. About the programme
3. About the Festival
4. About the programme

### **Summary**

- Occasion - Launch of the Edinburgh Festival of Cycling (EdFoC) 2015 programme (11-21 June)
- Who will be there
  - Founders/directors (Kim Harding, Caroline Brown)
  - Louise Haston (Commonwealth Games track double-silver medallist)
  - Kerry McPhee (elite mountain biker) TBC
  - Markus Stitz (organiser of the new 'Capital Trail' long-distance event)
  - 75+ cyclists - Sciennes Primary School ride to school (kids' peloton)
  - Others to be confirmed
- Where/When
  - Edinburgh (south)
  - Friday 24<sup>th</sup> April, 2015
  - 8:00 Assemble at Kings Buildings (corner West Mains Rd/Mayfield Road)
  - 8:20 Start school ride (route: Mayfield Rd, Ratcliffe Terrace, Grange Rd)
  - 8:45 Arrive at Sciennes Primary School, Sciennes Road

## About the Launch

---

The press launch of the EdFoC programme will take place on Friday 24 April 2015. Elite cyclists Louise Haston (Commonwealth Games double-silver medallist on the track) and Kerry McPhee (mountain biker, tbc) will lead children from Sciennes Primary School on their first ride to school in 2015.

The group will meet from 08:00 at Kings Buildings (corner of West Mains Road & Mayfield Road), leaving at 08:20 to ride along Mayfield Road / Ratcliffe Terrace / Grange Road to Sciennes Primary School in Sciennes Road (next to the Sick Kids Hospital). Children and their parents will join the ride along the route, arriving at school at approximately 08:45.

There will be **photo opportunities** at:

- Kings Buildings at the start of the ride
- along the route suggested location on Mayfield Road & Ratcliffe Terrace
- Sciennes Primary School

Children participating in the ride will be aware of the press launch. Children not participating in the ride to school should not be included in photos or press coverage.

---

## About the Festival

---

The **Edinburgh Festival of Cycling** is a celebration of cycling and cycling culture – films, books, photographs, talks, workshops, rides and more. It is a community festival – organised by and for the community, attempting to both showcase cycling to Edinburgh and Edinburgh to cyclists. The festival is now in its third year and the 2015 edition will take place between 11-21 June.

The first festival was held in 2013, although its origins can be traced back to a conversation on twitter in 2012. In 2014 the festival included more than 80 events at 46 venues over 10 days, including bike rides, races, a bicycle ballet, a play, talks, workshops, film and lots and lots of people of all ages enjoying their bikes. Edinburgh Festival of Cycling Ltd is a not-for-profit social enterprise.

The Edinburgh Festival of Cycling is increasingly attracting attention from around the world, while being firmly based in and around Edinburgh. Among this year's highlights will be:

- the Scottish première of *'Inspired to Ride'*, a film about the epic 2015 race across the USA (with Juliana Buhring, winner and currently the fastest women to cycle round the world)

- *National Geographic adventurer of the year*, Shannon Galpin, the 1<sup>st</sup> woman to mountain bike in Afghanistan, where she has been pioneering the use of bikes as a vehicle for women's social mobility
- *Capital Trail* - a new self-supported mountain bike adventure ride over 200k with >6000m of climbing, showcasing the amazing landscapes and remoteness of trails across southern Scotland, so close to the city.
- *The White Bike* - the new play by Tamara von Werthern, a powerful drama inspired by the death of Eilidh Cairns who was killed as she cycled to work.

Other key events include:

- The 3<sup>rd</sup> *Original Edinburgh Night Ride*, a supported magical mystery tour from Edinburgh to East Lothian and back through the mid-summer night - this ride sold out for the last two years.
- The *Bike Curious Family workshop* - showing families how bikes can be the perfect transport solution for children of all ages
- The *Women's Cycle forum* - returning for its 2<sup>nd</sup> year for an evening of discussion, inspiration and networking on how to build a better world
- A wide range of other events including a literary tour, rides and tours including all-ability, novice riders, children and the elite, workshops, exhibitions and talks

More information about the Festival can be found at: [www.edfoc.org.uk](http://www.edfoc.org.uk)

### **Why launch at Sciennes?**

Sciennes Primary School is hosting two events during the Festival of Cycling: the *Bike Curious Family workshop* and a 'Learn to ride' event, for novice and returning women cyclists. The school has an active bike club and encourages active travel to school. When mornings are light enough, children ride together to school on the last Friday of the month. This ride typically attracts 75+ bikes (adults and children).

### **Additional text**

---

One of the notable features of the festival is the high level of female participation - we have women *organising* events, women *speaking at* events, and women are *participating* in the events. This is very unusual in the UK cycling sector, which is dominated by men. There are lots of (possible) reasons for the male domination of cycling elsewhere, but the Edinburgh Festival of Cycling is different. It covers everything from cycling with children to cycling at elite level. It is highly inclusive (women, children, people with different abilities and non-riders) and our well-regarded Night Ride had 40% women participants last year,

which is an unusually high percentage for any cycling event (with the obvious exception of women-only events).

This year - 2015 - the Festival features a number of women inspiring. Highlights include:

- *Shannon Galpin* - amazing campaigner and activist using cycling to champion women's rights in Afghanistan. She has done some astounding things, including setting up the Afghan women's cycling team.
- *Juliana Buhring* - ultra endurance cyclist. She was the first woman and fastest woman to cycle around the world (official Guinness world record holder), also was fastest woman in the 2014 Trans-Am race (4300 mile).
- *Tamara von Werthern* - author of the play *The White Bike* which was inspired by the death Eilidh Cairns, killed by a lorry driver as she cycled to work.
- *Emily Chappell* - London cycle courier who is best described as a cycle adventurer: she has cycled across Asia and Iceland and has just returned from riding from Anchorage to Seattle.
- *The Women's Cycle Forum* - after the success of 2014's first Women's Cycle Forum, this year the Forum will be hearing from inspirational women who have campaigned successfully and been game-changers in their chosen areas.

The Edinburgh Festival of Cycling is supported by:

Sustrans, SEStran, City of Edinburgh Council, Spokes, the Edinburgh Bicycle Co-op, Urban Arrow, Allan McDougall Solicitors, Cycle Law Scotland, Laid Back Bikes, Apidura, Archers Sleep Centre, Vantage Creative, Carbon Financial Partners, Poppyscotland East Lothian Sportive, Bike Trax Edinburgh, Hart's Cyclery, JMP Consultants, Cycloc and CTC.