

Can the bike boom survive the snow?

Winter Cycling Federation's SnowFall event plans to make sure it does.

Oulu, Finland November 2, 2020 --- Every February every year since 2013, the Winter Cycling Federation has presented, in partnership with host cities, the international Winter Cycling Congress. This is an event that brings together decision makers and doers - it is transportation and public works staff, consultants, advocates, and members of the public all coming together to further the goal of the Federation - to normalize and improve access to winter cycling.

This time is different. Ever since a worldwide pandemic began affecting every aspect of how we move - sending tremors through our public transit systems that will last for years - people have flocked outdoors. Bicycles usage, in particular, has soared. Like so many other international gatherings, the 2021 Winter Cycling Congress will be held online this February. By then, we will need to have done everything we can to keep the momentum going.

“A lot of people have described the bike boom as the “silver lining” of COVID. Not sure about that, but it's very clear that practical solutions that happen to be full of joy are just what we need. And we need cycling to keep booming. As the northern hemisphere cools, record numbers of city officials and citizens are asking: “OK, now what?” I think this Snowfall event is a good chance to answer those questions and come with up with creative solutions in a hurry.”

- Anders Swanson, Secretary, Winter Cycling Federation and Snowfall event organizer

Humanity itself is on the verge of a profound shift. Everyone everywhere is wondering what makes winter cities that excel at getting people active and outdoors tick. To help meet the demand for expertise, the Winter Cycling Federation is presenting SnowFall, its first ever fall event. It is a two and a half hour free virtual mini-conference on November 12 that will share information and best practices about how cities in Europe and North America prepare to keep people riding through the winter. City officials from Oulu, Finland, Turku, Finland, Montreal, Canada and Minneapolis, USA will share their best practices and take questions. Attendees will get whisked away on a virtual ride to somewhere just getting their first snow, and finally, a panel of community leaders and academics will delve into the sociological underpinnings of transport behaviour, and how decision makers need to see people's motivations as the days get colder and darker.

Who/What: Expert panels from around world talk about cycling in winter as transportation

Where: Online. Register at WinterCycling.org

When: Thursday, Nov 12th, 10am (Eastern North America), 16:00 (Central Europe)

About the Winter Cycling Federation

The Winter Cycling Federation was established in 2012 in Oulu, Finland, the global capital of winter cycling. The mission of the organization is to normalize winter cycling, and make it an everyday mode of transportation.

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