

THURSDAY 17 AUGUST 2023

RACV CALLS ON VICTORIAN BUSINESSES TO REGISTER FOR BIKETOBER

RACV is calling on Melbourne businesses to lead the way and inspire Victorians to cycle regularly this October by registering to participate in Biketober.

With the support of the City of Melbourne and RACV, the Biketober program is free for workplaces in the City of Melbourne and available at a 50 per cent discount for businesses located in other local government areas.

[Biketober](#), a collaboration between Love to Ride, RACV and the City of Melbourne, challenges friends, family and co-workers to log as many bike rides as possible during the month of October in a fun and friendly environment.

Melbourne Lord Mayor, Sally Capp, highlighted the benefits of regular cycling and encouraged all Melburnians to get involved.

“Studies show that biking to work increases employee happiness, improves health and also contributes to mental well-being and we’re calling on everyone who wants to join to jump on their bike and experience our beautiful city in a whole new way,” the Lord Mayor said.

“We have a strong bike riding community in Melbourne, which is why we’re expecting to see big numbers registering for Biketober this year.”

RACV General Manager Mobility, Julia Hunter, is urging Victorian businesses of all sizes to get involved.

“We’re encouraging businesses and organisations throughout Victoria to get involved in Biketober, and to make cycling easier and safer for Victorians using the great tools and tips available through the Biketober program,” Ms Hunter said.

Biketober makes every trip you take on your bike for the month of October a friendly competition with colleagues, friends and family with some impressive prizes including a \$4,000 holiday package and a Merida e-Bike valued at \$3,899.

People can register individually or as part of a team within their organisation – with the ultimate goal to log the most kilometres. Biketober eligible participants will also benefit with a free 12-month subscription to [RACV’s Bike Assist](#).

Ms Hunter also encouraged cyclists and new Biketober participants to utilise the [arevo by RACV app](#) to help plan the safest bike route.

-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 nine resorts across Australia and a range of domestic and international holiday packages, tours and cruises from our trusted travel partners.

Media enquiries

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