

World Bicycle Relief launches global ride "Pedal to Empower"

von bb - Montag, 3. August 2020

<https://www.pd-f.de/2020/08/03/world-bicycle-relief-launches-global-ride-pedal-to-empower/>



Beginn Originaltext:

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Pedal to Empower – World Bicycle Relief launches global ride to empower women and girls

- Riders around the world virtually coming together to ride on September 12th
- One goal: Mobilizing women and girls in rural developing regions with bicycles to overcome barriers
- Photos, stories and videos of girls and women changing their lives with bicycles available for sharing

This year, World Bicycle Relief (WBR) is starting a new global ride format for supporters around the world. The international non-profit organization will virtually bring together riders of all places, levels and backgrounds to achieve one common goal: empowering women and girls in rural developing regions – who are often the most vulnerable in their communities – with specially developed bicycles.

On September 12th, 2020, riders are invited to virtually meet and actively ride, have fun and raise funds for WBR's bicycle programs, especially mobilizing women and girls. With a bicycle, they become more independent, they gain access to education,

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Abdruck frei | Beleg erwünscht | Download unter www.pd-f.de

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to markets and economic opportunities that would otherwise often be out of reach.

Riders can join the movement by creating their own fundraising page and/or using a special App. Through the app and social media, participating individuals and groups are invited to join others from around the world for different challenges created by WBR, share messages, experiences or photos.

Invitation

Everyone can join and help women and girls in need by sharing a fun experience. A reliable bicycle has never been as valuable as today. Especially in the difficult times of COVID-19, it remains a safe and sustainable form of transportation. You can make a difference now, and Pedal to Empower others!

About World Bicycle Relief

Founded in 2005, World Bicycle Relief mobilizes people through The Power of Bicycles®. World Bicycle Relief accomplishes its mission by distributing specially designed, high-quality bicycles through philanthropic and social enterprise programs. These purpose-designed bicycles are built to withstand the challenging terrain and conditions in rural, developing areas. Entrepreneurs use bicycles to increase productivity and profits. Students attend class more regularly and their academic performances improve. And health care workers visit more patients in less time, providing better, more consistent care. World Bicycle Relief also promotes local economies and long-term sustainability by assembling bicycles locally and training field mechanics to service the bicycles.

To date, World Bicycle Relief has delivered more than 523,000 bicycles and trained more than 2,455 field mechanics in Africa, Southeast Asia and South America. World Bicycle Relief is a registered nonprofit in the USA, Canada, U.K., Germany, Switzerland and Australia, and has assembly facilities in Colombia, Kenya, Malawi, Zambia and Zimbabwe.

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Ende Originaltext

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