

Ride Together: Bike Safety Awareness Campaign



- **Bike Cleveland**
- **Type:** (Education & safety)
- **Greater Cleveland's** first ever public awareness campaign dedicated to raising the awareness of the public around bike safety
- **Started:** 2013

County: Cuyahoga
2,3,7,8,9,10



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- Projected views of 4.1 million.
- Campaign launched July 2013 and is ongoing.
- Campaign won the public awareness campaign of the year from Cleveland Magazine



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Ride Together: Bike Safety Awareness Campaign



- Program included radio PSA's, billboards, and bus wraps to get out the message.
- Goal is to raise the awareness of the growing number of people biking across Greater Cleveland.
- Ride Together campaign can be replicated across Greater Cleveland through



Radio PSA – Bikes are legal vehicles

(click to play)

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