COMMUNICATE YOUR RIDE

This toolkit helps you promote your Ice Ride online and in local media to maximise the impact in the run up to Ice Ride, and on the day of action. We have also included some tips for photo and video opportunities.

To link your Ice Ride with all the Ice Rides happening around the world, be sure to send your footage and/or links to your Ice Ride on social media, to iceride@greenpeace.org and hashtag all social media posts with #IceRide.

PROMOTING ICE RIDE ONLINE

Invite people to your event online, and cover your Ice Ride live on social media:

- First and foremost, register your Ice Ride on iceride.org and start sharing your event
- Download Ice Ride cover and profile pictures at iceride.org
- Use #IceRide for photos, tweets and updates before during and after your event and name your location
- Check out Vine, a nifty phone app for 6 second videos, to post on Social Media #IceRide
- Spread #IceRide and encourage all Ice Riders to post on their social media channels to keep Ice Ride rolling
PROMOTING ICE RIDE IN YOUR LOCAL MEDIA

Inform your community about Ice Ride by contacting local media in advance. Some magazines might even advertise your event for free.

Pitch Ice Ride to your local newspaper or radio station. These outlets can help spread the word and cover your event live on October 4th.

We put together a template pitch for approaching your local media:

Join Ice Ride, an Arctic themed bike parade to celebrate the global call for an Arctic Sanctuary.

On October 4, #IceRide, a family friendly festival with a creative Arctic themed bicycle parade, will take place in [your city]. Thousands of people are expected to cycle together in [number]* cities across the world celebrating the Arctic and manifesting the diverse and global demand for its protection. In [your city] the crowd of Arctic supporters will meet at [starting time] to pedal through the city from [starting point] to [destination] passing [landmark].

Rising global temperatures and the race for oil makes the Arctic one of the key battlegrounds of climate protection. In just two years close to 6 Million people have joined a global movement demanding the creation of an Arctic Sanctuary at the top of the world.

This event is open to the public and all are welcomed to join.

For more information on Ice Ride please visit: iceride.org and #IceRide.

*Check iceride.org for the latest number of participating cities.

TELL GREENPEACE ABOUT YOUR ICE RIDE!

Within 24 hours from the ride, send an email with up to 5 of your best high resolution pictures to iceride@greenpeace.org and let us know:

• Where your ride was?
• How many people came?
• The ride’s length in kilometres?
• Any other special news?

With this information we’ll be able to compile a big wrap up story about the global Ice Ride and share it with the world.

Disclaimer
Your photos might get shared via Greenpeace’s official social media channels and with external media upon request. We will of course credit you.