On October 4th, Ice Rides all around the world will raise the profile of the movement for Arctic protection. People of all walks of life will come together and join this creative public mobilisation with a united message. This brief intends to be an inspiration for the look and feel of your Ice Ride.

We will show images and videos of Ice Rides happening around the world on iceride.org, as they are shared on social networks through the hashtag #IceRide or sent directly to iceride@greenpeace.org.

CREATING A LOOK AND FEEL

The Basics

Visual
Imagine what a movement so powerful and loud that no decision maker can ignore will look like, a movement that takes the streets and inspires many more to join: that is Ice Ride! Think of Arctic imagery and be inspired to decorate your bike and yourself! Costumes? We say yes! Let the Arctic be your inspiration and the sky your limit!

Special Features

There are lots of extra things that you can do to make your Ice Ride look, feel and sound great.

Here are some ideas:

• Soap bubble machines attached to bikes
• Carts and sidecars can look great, carry someone with a costume or even a DJ
• Flags and streamers
• Costumes! Maybe even running a costume competition
• National/Local culture inspired features

Be Creative!

Let your creativity run free and have fun!

We look forward to seeing your photos and videos, everyone in the event can post on social networks with the hashtag #IceRide – this will help make a bigger noise online, so that no decision maker will be able to ignore the movement!
ICE RIDES FROM 2013