**Subject line:** Ready, Set, Cycle – Try a bike day

**Email text:**

Calling all new cyclists!

We are delighted to be running a “Try a Bike day” on [Add date here]

This event is designed to encourage more people to consider cycling as a form of active transport.

During the try a bike day, you will have the opportunity to test a range of bicycles and learn more about the benefits of cycling. [If applicable] There will also be an expert on hand to answer any questions you might have!

If you would like to try out a bike, or have a look at the different types of bike available, be sure to check it out! You can register for our try a bike day here:

<https://eu.surveymonkey.com/r/ReadySetCycle_TryABike>

Thank you for signing up, we will be in touch soon with more details on the (organisation name) try a bike day!

Kind regards,

[Name]

