



## **My Prudential RideLondon fact sheet**

Get on your bike - or scooter, skateboard, trike, balance bike, tandem, penny farthing, unicycle, roller skates - to help save the UK's charities!

### **Background**

Prudential RideLondon is the world's greatest festival of cycling, developed by the Mayor of London and his agencies in partnership with Surrey County Council.

Over seven years it has inspired hundreds of thousands of people to take up cycling or cycle more often and has raised more than £77 million for thousands of charities.

The eighth edition was due to take place on the weekend of 15 and 16 August 2020 and feature four mass participation events: the Prudential RideLondon-Surrey 19, 46 and 100 sportives, plus Prudential RideLondon FreeCycle: the free event that invites cyclists of all ages and abilities to pedal round eight miles of traffic-free roads in central London.

While the Covid-19 pandemic means the festival can't go ahead as planned this year, we want to keep the wheels moving and celebrate the event weekend by encouraging even more people to get on their bikes and explore new ways of travelling and exercising in a socially distanced world - and help save the UK's charities in the process.

### **Charities**

The Covid-19 pandemic has had a devastating impact on charities, with the UK charity sector now predicting an estimated £10 billion funding gap and many charities facing closure, according to a recent study by Pro Bono Economics. This impacts all sectors of society - from children to the elderly - as well as the vital work in areas such as palliative care, serious diseases, research, mental health, housing support, food supplies and countless others that charities support.

Our aim is to inspire and engage the UK population to get on their bikes, scooters, skateboards, trikes, tandems, penny farthings, roller skates, unicycles - in fact any form of self-propelled wheels! - over the original festival weekend to raise much-needed funds for their favourite charities.

My Prudential RideLondon is building on the success of The 2.6 Challenge - created following the postponement of the London Marathon - which became the biggest collective fundraising effort in the world, raising more than £11 million and involving nearly 4,000 charities.

### **The idea**

We can't all ride together on the roads of London and Surrey on 15 and 16 August. But we can unite in a new way to help save the UK's charities. My Prudential RideLondon is your chance to get on your bike - or scooter, skateboard, trike, tandem, penny farthing, roller skates, unicycle - and take part in the world's greatest festival of cycling, wherever you live and with whoever you like - family, friends or by yourself. It's your ride, your way, for the charity of your choice.

### **How it works**

My Prudential RideLondon is free to enter - all you need to do is follow some simple steps to personalise your experience.

### **Register**

Visit [myridelondon.co.uk](http://myridelondon.co.uk) to register and choose your distance. Just before the event weekend of 15 and 16 August, you'll be able to download the My Prudential RideLondon app - from here you can track and log your ride.

You are invited to complete one (or more!) of four challenges over the weekend: 19 miles for riders in search of a challenge, 46 miles for riders who want to push the boundaries, a more taxing 100 miles for those who want to go all-out or the distance of your choice at My Prudential RideLondon FreeCycle. (If you are under 18, please check age restrictions below for the 19, 46 and 100-mile events.)

Riders of all ages and abilities are invited to take part in My Prudential RideLondon FreeCycle, which can be any distance and should suit your skills and the type of wheels you have - whether it's 20 times round the block on your roller skates or a lap of the local park on your scooter.

No bike? No problem. You can do My FreeCycle on anything with non-motorised wheels: scooter, skateboard, balance bike, wheelchair, unicycle or scooter, the choice is yours. Have fun and set your own challenge by choosing the My Prudential RideLondon FreeCycle option when you register. Just remember that you will need to move a minimum of 1 km for the app to track you, record your achievement and generate your personalised My Prudential RideLondon certificate.

Check out the My Prudential RideLondon website for more ideas and inspiration, as well as advice on staying safe and cycling responsibly on the road.

### **Fundraise**

Once you've registered and chosen your challenge you'll be able to set up your

fundraising page so you can let people know what you're doing, what charity you're supporting and how they can sponsor you - and encourage them to take part too! We recommend using our official fundraising partner Virgin Money Giving - it's 100 per cent not for profit, so more money goes directly to your chosen charity. You can also spread the word on social media by using the hashtag #MyPRL whenever you post about the event.

### **Participate**

Set your wheels in motion and complete your challenge over the weekend of 15 and 16 August! Once you've finished and your challenge has been tracked by the app, you'll be able to download and print your personalised finisher certificate. You can also use our selfie frames to create your own finisher photographs in the spectacular setting of The Mall, the finish of Prudential RideLondon.

### **Nominate**

Encourage your family and friends to take part too and help save the UK's charities.

### **Supporters**

Your family and friends can track your progress on your challenge in real time by following you on the app. It will show your position on the actual Prudential RideLondon course as if you were riding on the roads of London and Surrey.

Be part of the world's biggest festival of cycling.

My Prudential RideLondon. Register now to help save the UK's charities at [myridelondon.co.uk](https://myridelondon.co.uk)

### **#MyPRL**

### **Event Advice**

All rides must be completed on 15 and 16 August 2020

The My Prudential RideLondon event is not held on closed roads

Participants need to observe the Highway Code and the current Government guidance on social distancing during the event

Helmets are a requirement to take part in the events

The My Prudential RideLondon App requires the participant to enable GPS to track their ride

Tracking information will be used to produce the individual certificate unique to the participant

The event should be approached as a leisure or training ride; this not a race

Riders are responsible for the roadworthiness of their cycles and all other equipment including lights if necessary

### **Event age restrictions**

If you are under 18, please check the age restrictions below for the My Prudential RideLondon-Surrey 19, 46 and 100-mile events.

	18 and over	17-16 years old	15-12 years old	11 and under
<b>My Prudential RideLondon-Surrey 100</b>	✓	✗	✗	✗
<b>My Prudential RideLondon-Surrey 46</b>	✓	Requires parental or guardian consent	✗	✗
<b>My Prudential RideLondon-Surrey 19</b>	✓	Requires parental or guardian consent	Requires parental or guardian consent and must ride with parent or guardian	✗
<b>My Prudential RideLondon FreeCycle</b>	✓	Requires parental or guardian consent	Requires parental or guardian consent and must ride with parent or guardian	Requires parental or guardian consent and must ride with parent or guardian

✓	Able to take part
Parent or Guardian	Requires consent and / or accompaniment
✗	Unable to take part