



# International Earth Ride Newsletter

**MARCH 2009**

- Earth Ride gathers momentum
- New international ambassadors
- Earth Ride team in Tour Down Under
- Ride planet earth project
- Bicycle hero project
- Gearing for the future award

## **THE COUNT DOWN HAS BEGUN!**

Earth Ride Day on 30th September 2009 aims to have millions of people right around the globe on their bikes! Earth Ride is about encouraging everyone to engage in a solution now that we already know offers significant benefits towards the goal of a low carbon future. Riding a bike for transport will significantly reduce your carbon footprint in comparison to taking the car and is even better than riding on public transport. Riding around 5km to work each day will save around 1 tonne of greenhouse gas emissions each year. The savings are as endless as the journeys we all

undertake - riding to school, the shops, to visit friends and family - wherever you need to go! In addition to helping create the future environment you want, riding a bike is a convenient, healthy and fun way to get about!

*Register to take part today!*

This year promises to be an even bigger event, with more countries participating and new international Ambassadors signing up to join this important world event. Make sure you are part of this momentous event – sign up on [www.earthride.com.au](http://www.earthride.com.au)

## **GEARING FOR THE FUTURE AWARD**

The City of Bangkok is this year's winner of the Gearing for the Future award. The award was presented to Dr. Pongsak Semson, Permanent Secretary of Bangkok's Metropolitan Administration, at a ceremony to mark the occasion, which was attended by Ms Bronte Moules, the Charge d'Affaire, from the Australian Embassy in Bangkok.

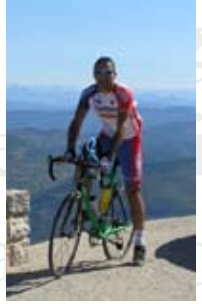


*Dr. Pongsak Semson, the Permanent Secretary for Bangkok and Ms. Bronte Moules, Charge d'Affaires, Australian Embassy, Bangkok*



## NEW INTERNATIONAL AMBASSADORS

We are delighted to announce that one of Australia's leading organic gardening experts and ABC Gardening Australia presenter, Jerry Coleby-Williams, has signed up as an Ambassador for Earth Ride. Jerry joins new Ambassadors, Associate Professor Chris Rissel, Director of Health Promotion Service, for Sydney South West Area Health Service, Rosemarie Speidel, Program Director, Cycling Promotion Fund and Jon Leighton, founder and Chairman of JML Australia; a corporate advisory and executive search organization, which assists organisations and individuals achieve great success. Jon is a keen cyclist advocate active board member of Bicycle New South Wales. Our new Earth Ride Ambassadors share a vision of making cycling mainstream and fostering a greener planet.



*Earth Ride proudly announces it's new ambassadors Jerry Coleby-Williams, Chris Rissel, Rosemarie Speidel and Jon Leighton*

## RIDE PLANET EARTH PROJECT

Australian social worker and documentary filmmaker, Kim Nguyen, is undertaking an epic bicycle journey across the continents from Australia to Denmark, to raise awareness about the impact of Climate Change on the Developing World and promote sustainable solutions to this environmental crisis. Kim will be cycling through remote communities in Asia and the Middle East, to find out how climactic change is affecting them. The project, named "Ride Planet Earth," will see him visiting remote and rural communities from Indonesia to as far as Thailand, the Himalayas and Pakistan. Kim will be recording video messages of how extreme weather conditions, rising sea levels and crop devastation, caused by climate change, are already having a disastrous effect on these communities. He will present this information to delegates at the UN conference on Climate Change, to be held in Copenhagen in December this year. Kim is challenging others to ensure that 100kms of their travel becomes environmentally friendly for every 1,000kms that he cycles. Kim says, "this is not only a vital step in the lifestyle changes necessary to address Climate Change, but will improve their health, their local environment and save them money". People can register for this challenge at the project website, [www.rideplanetearth.org](http://www.rideplanetearth.org)

## INAUGURAL EARTH RIDE TEAM CYCLE IN THE TOUR DOWN UNDER BIKE RIDE

Congratulations to Alex, Alan, Charles and Graham, our inaugural Tour Down Under Earth Ride team. Between them they rode more than 2000 kms! Great effort guys!

## BICYCLE HERO PROJECT

This month's bicycle hero nomination goes to Gary Cohen. Gary Cohen is managing director of Netti Atom; an Australian owned cycling and cycling apparel company. This year Netti Atom celebrates sixty years in business. Netti's contribution to the environment is at the very heart of what they import and sell. In addition to bikes, Netti Atom distributes Camelbak bottles and hydration systems, to encourage Australians to hydrate in the most environmentally friendly way possible. Congratulations Gary!



*The Earth Ride Tour Down Under Team*

*March's Bicycle Hero nominee, Gary Cohen*

