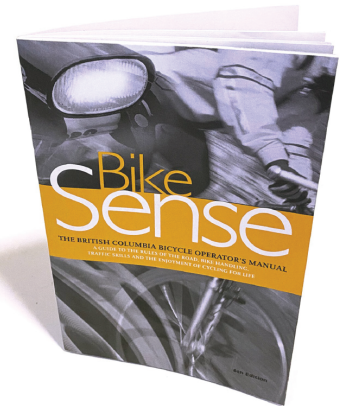


Over 20 years and 100,000 copies later, Bike Sense is still the premiere guide to bike handling, traffic skills, and the rules of the road in British Columbia!

Bike Sense provides British Columbians education and information on the rules and best practices related to cycling safety, by condensing and paraphrasing language in the BC Motor Vehicle Act. Bike Sense also provides safety advice not included in the law, and helpful information to all road users about why we cycle, who's cycling, and how bicycles are used on BC roads today.



Bike Sense was written and reviewed by cycling advocates, professional cycling skills instructors, and provincial transportation safety authorities and agencies.

Sponsor Bike Sense

The BC Cycling Coalition is seeking sponsors to support the development and production of the 7th Edition of Bike Sense, as well as distribution to bike shops, cycling educators and instructors, and partners across British Columbia.

All sponsors will receive a series of benefits in recognition of their support, as well as the knowledge that they are contributing to the cycling knowledge, skills, and safety of all road users.

About the 7th Edition

The last edition of Bike Sense was published in 2013, and a lot has changed since then! Many new types of users, bicycles, infrastructure and policies related to active transportation have emerged in BC.

The BC Cycling Coalition has begun to work on the 7th edition, with a target publication timeframe of March 2021. The 7th edition will include information on e-bikes, different types of routes and facilities, clothing options for cycling, public bike programs, recreational riding, bike education programs, and much more.

In addition to the print edition, Bike Sense will continue to be accessible for free via www.bccc.bc.ca, ensuring that cycling education is available to all British Columbians.

Topics for 7th Edition

- Why Cycle?
- Who's Cycling?
- Bicycles & How They Work
- Clothing and Gear
- Bicycle Security
- Cycling Safety
- Types of Routes and Facilities
- Basic Cycling Skills & Manoeuvres
- Using Public Transit
- Public Bike Programs and Events
- Recreational Rides and Touring
- Education
- Cycling & the Law
- Falls and Crashes
- Government Roles, Research and Advocacy
- Key Contacts

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Promotional hang-tags				■	■
1/4 page sponsor profile			■		
1/2 page sponsor profile				■	
1 page sponsor profile					■
Bike Sense books	100	500	1,200	2,500	10,000
Bike Sense hang tags	100	500	1,200	2,500	10,000
Retail displays	2	10	24	50	200

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To sponsor the 7th edition of Bike Sense, email bikesense@bccycling.ca

7th Edition Sponsors

