

Press release



CHOOSE FREEDOM ANNOUNCES ITS SECOND LIVERPOOL TRIATHLON 'WITH A DIFFERENCE'

LIVERPOOL's Choose Freedom project has announced its second fun urban triathlon to encourage people from across the city to use sustainable, healthy forms of transport in their daily lives.

It takes place on Thursday 11th September.

But rather than the traditional swim-cycle-run format, the Choose Freedom triathlon uses walk-train-cycle to highlight the different affordable ways of getting around the city.

The date for the second *Tri-Freedom Challenge* is aimed at local residents who want to become more active. The activity will commence at 11am with a walk starting at the Isla Gladstone conservatory in Stanley Park. After a 1.5 mile walk participants will then take the train from Sandhills Station to Moorfields (travel pass will be supplied). After a quick walk to the Pier Head participants will embark on the final third leg of the triathlon – a 5 mile cycle to The Britannia Pub, Otterspool Promenade. Bikes and helmet will be provided.

Entry to the triathlon is free for Liverpool residents and people are encouraged to enter individually or as part of a team. There will be spot prizes throughout the day, a raffle, a travel quiz, goodies and giveaways. Participants will also receive complementary refreshments at the end of the triathlon.

The *Tri-Freedom Challenge* has been devised by the Choose Freedom project to encourage people to find new sustainable ways of getting round Liverpool – to improve health and increase employment opportunities. Building on the success of last year's event attended by dozens of local residents, the *Tri-Freedom Challenge* is expected to attract even more this year. The project is delivered by BikeRight! on behalf of Liverpool City Council, and is wholly funded by the Department for Transport through the Local Sustainable Transport Fund.

Councillor Malcolm Kennedy, Cabinet member for regeneration, said: "The Choose Freedom project is a great way to try different methods of transport to get around the city. It is a chance to get together with other people and see the city from a different perspective. Using sustainable transport is cheaper and healthier, and this event is part of our commitment to making sure we encourage people to try new ways of getting around."

Jo Somerset, Choose Freedom project director says, "In 2013 we hosted the first Tri-Freedom Challenge and are very excited to be doing it again, this time hopefully attracting even more people to participate. Over the last year the Choose Freedom project has supported over 400 people towards employment across Liverpool and continues to have a positive effect on the communities of Everton, Kirkdale, Speke and Garston.

“Our programme of summer events, including the 7 Hills history walks, has encouraged hundreds of residents to try cycling or walking. Travel activities have shown people how easy it is to get to work or college outside their local area – across the water or even as far as Chester.

“We hope that the second Tri-Freedom Challenge will be a fun way to engage with even more people across Liverpool, encouraging them to make smarter travel choices to improve their health and employment opportunities.’

To enter the *Tri-Freedom Challenge* visit <http://www.bikeright.co.uk/freedom>, email freedom@bikeright.co.uk or call 0151 482 5700.

Working on behalf of Liverpool City Council and Merseytravel, BikeRight! is responsible for many innovative projects across Merseyside working with businesses and residents to encourage everyday cycling to promote wellbeing and improved employment opportunities.

The Choose Freedom project in North and South Liverpool encourages residents of Everton, Kirkdale, Speke and Garston to enjoy the freedom, savings, health benefits and increased job opportunities afforded by cycling and walking and public transport.

<http://www.bikeright.co.uk/freedom>

Ends

If you would like further information please contact Richard Hector-Jones at Creative Concern on richard@creativeconcern.com or call 07966 378 968.

For more information about Choose Freedom and BikeRight! contact Andy Tucker, Marketing Manager 0161 230 7007

Key Choose Freedom achievements

- Over 900 people trying out different forms of active travel (cycle, walk, public transport)
- 544 community cycle rides and walks since we started the project in March 2012
- 120 travel passes or bike for work referrals in the last 2 months
- 13 local employers supported with cycle parking units
- 20 cycle mechanics trained and a further 150 bike users attended cycle maintenance courses
- A high profile night-time ride through Liverpool city centre to promote cycle safety over the Christmas period - <http://youtu.be/WcvD-6f5inQ>
- We continue to engage with local communities and residents to promote carbon reduction and mode change through walking and cycling



The Choose Freedom project is wholly funded by Department for Transport through the Local Sustainable Transport Fund