



5th July 2010

Cycling and the New Agenda on Public Health
Cycle to Work Alliance Parliamentary Reception
Strangers' Dining Room, House of Commons - Wednesday 28th July 2010, 16.00-18.00

The event, kindly sponsored by **Julian Huppert MP** for Cambridge, will examine the Government's pledge to focus their health agenda on preventative healthcare by encouraging people to live more active lives and to take responsibility for their own health. It will discuss the role businesses can play in encouraging their employees to have a healthy lifestyle. The reception will discover what incentives there are for employers to take part in the Conservative vision of the 'Big Society' and how they would go about it.

We are joined by speakers including:

- **Anne Milton MP, Minister for Public Health, Department for Health (tbc)**
- **Dr Mike Knapton, Associate Medical Director (Prevention & Care) British Heart Foundation**
- **David Wild, Cycle to Work Alliance and CEO of Halfords**

We are also delighted to be joined on the day by **Chris Boardman MBE** who will share his thoughts about the importance of encouraging more people to build cycling into their daily routines.

The reception will bring together senior representatives from central government, businesses, think tanks, charities, the media and other experts to discuss how government is able to drive forward their public health agenda by incentivising businesses and individuals to change their behaviour. The event, which is free to attend, is being organised the Cycle to Work Alliance, a group of the leading providers of the C2W scheme, including Cyclescheme, Evans Cycles and Halfords.

If you would like to attend this reception, please email info@cycleworkalliance.org.uk to register. You will not be allowed entry into the House of Commons without registering for the event.