

**Embargoed until 00.01, Wednesday 28 July 2010**  
Contact: Alexandra Arikoglu 020 7222 9500



### **Cycling champion Chris Boardman launches Cycle to Work Alliance**

British Olympic Gold medallist, Chris Boardman MBE today (Wednesday 28<sup>th</sup> July) celebrated the launch of the Cycle to Work Alliance at a reception in the House of Commons.

Together with Julian Huppert MP, the British Heart Foundation and the leading providers of the cycle to work employee benefit (Halfords, Evans Cycles and Cyclescheme), Chris Boardman highlighted the importance of building physical activity such as cycling into daily routines.

With roughly a quarter of the population now obese, and the new coalition government placing an emphasis on preventative healthcare by encouraging people to live more active lives, the Alliance is campaigning to raise awareness of cycling's potential to improve individuals' health.

The Parliamentary reception was also attended by members of the business community eager to consider the role business can play in helping to improve the health and lifestyles of employees.

Commenting at the reception, a spokesman for the Alliance said: "At a time when public health problems are on the rise in the UK, the cycle to work scheme is an invaluable way of helping individuals take action for their own wellbeing".

#### Notes for editors:

- The Cycle to Work Alliance brings together Halfords, Evans Cycles and Cyclescheme, the UK's main providers of Cycle to Work schemes.
- The Cycle to Work initiative is a tax-efficient, salary-sacrificed employee benefit aimed at encouraging more adults to take up cycling. Currently over 255,000 people are taking advantage of the C2W scheme. This involves over 650 bike retailers within the UK and over 15,000 employers.
- The British Heart Foundation is the nation's heart charity, dedicated to saving lives through pioneering research, patient care, campaigning for change and by providing vital information. But we urgently need help. We rely on donations of time and money to continue our life-saving work. Because together we can beat heart disease.
- For more information please contact Alexandra Arikoglu at [alexandra@westminsteradvisers.co.uk](mailto:alexandra@westminsteradvisers.co.uk) or 0207 222 9500