

For Immediate Release - Wednesday 18 August 2010
Contact: Alexandra Arikoglu 020 7222 9500



Cycle to Work Alliance welcomes Cycle Solutions

Cycle Solutions has joined Cyclescheme, Evans Cycles and Halfords as the newest member of the Cycle to Work Alliance. Collectively, to date the Alliance has helped over 400,000 people with the cost of bicycles and safety equipment through the cycle to work scheme.

The Cycle to Work Alliance actively promotes the cycle to work scheme to raise awareness and take up. The scheme plays an essential role in improving public health, cutting congestion and helping Government to achieve their target of a 30% reduction of CO2 emission by 2020.

Steve Edgell, a Director at Cycle Solutions said: *“The cycle to work scheme is the fastest growing employee benefit in the UK. I am excited to be working with the Alliance to promote the vital health, environmental and economic benefits of cycling.”*

-ENDS-

Notes for editors:

- The Cycle to Work initiative is a tax-efficient, salary-sacrificed employee benefit aimed at encouraging more adults to take up cycling. Introduced in the 1999 Finance Act, the scheme encourages employers to loan bicycles and cyclists' safety equipment to employees as a tax-exempt benefit. Under the scheme, employers buy cycling equipment from approved suppliers, and hire it to their employees. After an agreed period (1-3 years on average) of repayments, employees are able to choose to buy the bike from their employer at a reduced rate.
- The cycle to work scheme allows employers to improve the health and wellbeing of their workforce, reduce their carbon emissions and improve employee productivity.
- For more information please see www.cycletoworkalliance.org.uk or contact Alexandra Arikoglu at alexandra@westminsteradvisers.co.uk or 0207 222 9500