

**Press Release - Municipality of Piraeus in Greece, as partner of the CycleCities Project (INTERREG IVC), will participate in the Euro Cycling Challenge 2014.**

On the 24<sup>th</sup> of February 2014, Piraeus City Council in Greece has voted in favour of the Piraeus city's participation in the Euro Cycling Challenge 2014. It's an annual European cycling contest in which important cities take part, the ones who aim to promote local policies and strategies in favour of cycling and the environment. The contest contains **tracking of cycling movements and related cycling distances in kilometres of all participating cities citizens, cycling friends and visitors, during May 2014 (01/05/2014-31/05/2014)**. **The city team, who will track the longer cycling distances in this month, will be the one who will win the contest and will be the announced as the most «cycle-friendly» European city.**

In order to promote its participation, Piraeus city in Greece will organise a local cycling event in its city, **on Saturday the 10<sup>th</sup> of May 2014**. The event will include the organisation of a cycle-ride of 2-3 different cycle routes in the city centre of Piraeus. All Piraeus citizens, visitors and friends are invited to participate, as members of the Piraeus cycling team.

Tracking cycling routes and related distances during May 2014 (the whole month), will be done using a related internet platform as well as the 'smartphones' technology through the related free application. **All participants could take part as members of the Piraeus cycling team.** In this way, all cycling routes they will undertake during May 2014, **will be tracked in favour of the Piraeus cycling team.**

Indicative cities which have participated in past contest events are: Bologna, Lille, Tallinn, Dublin, Padova, Utrecht, and Barcelona. etc.

The participation fee and information and dissemination material needed (flyer, poster, etc.) for Piraeus city will be financed **by the CycleCities Project, (INTERREG IVC funded by the ERDF), as part of it's CycleCities awareness raising campaign, in which Municipality of Piraeus is the Lead partner.** Main aim of the CycleCities Project is to integrate cycling in mobility management schemes in European cities through exchange of experiences, transfer of good practices and the formulation and construction of political consensus.

To learn more about INTERREG IVC–CycleCities Project, visit [www.cyclecities.eu](http://www.cyclecities.eu)

To learn more about the Euro Cycling Challenge 2014, and related procedure visit <http://www.ecc2014.eu>

And also in Facebook: <https://www.facebook.com/europeancyclingchallenge>