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Outride Officially Launches Outride Together

MORGAN HILL, CA (April 7, 2021) Outride is excited to announce the Outride Together Campaign. A national, year-long campaign calling on the cycling community at large to join them in generating more miles, more riders, better health, and stronger communities. This campaign is a call to action inviting industry partners, students, educators, ambassadors, and riders across the globe to demonstrate what we can #OutrideTogether.

“We didn’t know what to expect with our first campaign and we were thrilled by the response.” I think the number of people who signed up and completed this challenge demonstrates the power of cycling to bring people together. We’re excited to see how far we can collectively travel together.

-Skye DeLano (Outride Executive Director)

You may have seen the Outride Together x Roka campaign recently, in an effort to gain momentum, information and gauge the interest of this campaign, Outride initially set a goal of 5 Million miles for 2021, in their first effort they and the cycling community had a collective mileage count of nearly 13 million miles.

“Partnering with Outride was a perfect fit for us because we share a common vision for making the world a more active place. Working together on our Strava Challenge gave us the opportunity to bring meaning and purpose to getting outside and getting active, and hopefully will aid their mission to give more youth access to the joy and freedom of the outdoors that we sometimes take for granted.” - Mel Jarret (Roka Sr. Content Director)

Alongside new industry partners and the community, Outride’s goal with #OutrideTogether is to cultivate a passion for cycling and make the world a more inclusive and equitable place. Open to all riders, Outride invites athletes and novices, adults and youth, to ride with them. The easiest way to contribute is to join the Outride Strava club and log your miles.



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How to get involved:

Join the “Outride” Strava Club, follow along with the community on social media, or get your friends, team, or cycling club together and make your own [classy](#) campaign. If you would like to get involved at a corporate level please contact Lindsay@outridebike.org and stay tuned for upcoming partnerships and challenge announcements.

About Outride

Founded in 2014, Outride is a 501c3 nonprofit whose research, cycling programs, and grant giving activities support the cognitive, physical, and socio-emotional well-being of youth. Outride is committed to breaking down barriers so that all kids have access to bicycles and safe places to ride. We believe that bicycles have the ability to improve the health of our youth, and to bring the power of opportunity, agency, freedom, and joy to those who have access to the power of two wheels.