

## Oracle – Bike Week 2010

Oracle Corporation has been at the forefront of the Travel Plan industry for more than a decade. The measures and initiatives in the Travel Plan include; carsharing, public transport, walking and cycling.

Rare Spark were engaged by Oracle to deliver a series of events to promote cycling at the Oracle Corporation Head Quarters at Thames Valley Park, Reading.



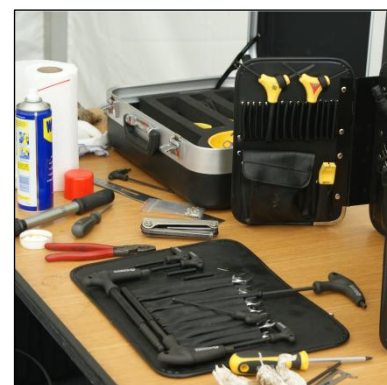
The events were organised for Oracle during Bike Week;

- ❑ Monday – Bikers Breakfast
- ❑ Tuesday – Social Ride Out
- ❑ Wednesday – Cycle Expo
- ❑ Thursday – Dr Bike
- ❑ Friday – Cycle Security Coding



Bike Week is staged annually and provides an opportunity to promote cycling. The aim is to demonstrate the social, environmental and health benefits of cycling.

The Bike Week events at Oracle included a free Bikers Breakfast for employees who cycled to work and a Social Ride Out after work along the River Thames.



The Cycle Expo was held over the lunch time period. Exhibitors ranged from local cycle shops and cycle hire companies to Reading Council's Cycling Department and the Reading branch of the Cyclist Touring Club.

As part of the Bike Week Events, cyclists were able to book in for a free Dr Bike session. This involved a full cycle health check by a local cycle servicing professional.



Rare Spark also worked with Thames Valley Police to arrange for cycle security coding to be carried out on site.

Bike Week events are just one of the event services offered by Rare Spark to promote Travel Plans.