**Why form a corporate cycling team?**

A healthy employee is more often than not a happy employee. Getting employees to be engaged in fitness is a challenge, though. Like most people, many employees start a fitness program only to drop off after only a few weeks. Individual activities like running, weights, and swimming – require significant self-discipline that many employees lack.

Cycling is different from other sports.

In addition to being a great fitness activity, cycling is also an inherently social sport, with cyclists typically riding in groups or teams. Group rides provide support, motivation, and encouragement for cyclists at all levels – from beginners to experts.

Cycling also builds strong relationships – breaking down barriers and forming long-lasting bonds that can be very helpful in a work environment.

Finally, cycling is a green and healthy way to raise money for a good cause like BORP!

**Benefits of Corporate Cycling**

***People***

✓ Enhance company reputation

✓ Attract and retain talented employees

✓ Increase staff motivation through incentive cycling events

***Planet***

✓ Promote sustainability

✓ Reduce your Carbon Footprint

✓ Empower staff to raise money on charity bike rides

***Profit***

✓ Build better client relationships

✓ Encourage a fitness culture to improve employee health

✓ Improve employee engagement, staff motivation and productivity