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PRESS RELEASE

Hovis Freewheel encourages Londoners to get on their bikes

Mobile marketing agency Incentivated has been signed-up to promote the first Hovis London Freewheel, which takes place on September 23rd, aiming to encourage Londoners to cycle more.

The day is being promoted throughout the summer via email and on leaflets, underground posters and in tube carriages. A call-to-action is included on all promotional material inviting people to text BIKE to 62967. A text message is sent back requesting users to submit their email address in order to receive further information about the event and registration details straight to their inboxes. A 'WAP push' is also sent with a link to a dedicated mobile internet site where users can find out more information, sign up to take part in the event and view maps to locate their nearest 'Freewheel Hub' – the meeting points where participants can get ready for the day ahead with refreshments stalls, bicycle experts and toilets.

Jonathan Bass, Managing Director at Incentivated, comments: "We all have a responsibility to reduce our carbon emissions. This campaign will make it quick and easy for Londoners to sign up for the Freewheel event when they are out and about".

Jenny Jones, the Mayor of London's Green Travel adviser says: 'Record investment in cycling through Transport for London, an expanding network of cycle and bus lanes, and the confidence given to cyclists through tackling congestion in central London, has transformed levels of cycling in the capital. There are now an estimated 480,000 cycle journeys every day across London, around 30,000 more than a year ago. We hope that this campaign and the Hovis London Freewheel event, will further encourage Londoners to get on their bikes".

As well as the campaign for the Hovis London Freewheel, the Mayor of London's office is running mobile campaigns for CABWISE, which encourages safe travel, and others including promoting recycling, and celebrating ethnic diversity.

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managing mobile interactivity

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Notes to Editors

Incentivated works with brands, the public sector and charities to help them communicate with customers instantly and easily via their mobile phones.

We develop and manage mobile marketing and advertising campaigns and services on local, national and international levels. We reach people in all corners of the world and in many languages, using text messaging, mobile internet and all other mobile data formats.

We believe the mobile phone is an intensely private medium. Respecting this principle, our campaigns provide information that consumers find useful and welcome.

Founded in 2001, Incentivated's fast growing client base includes British Airways, Central Office of Information, Halifax Bank of Scotland, Hilton Group, Macmillan Cancer Support, Masterfoods, Pricewaterhouse Coopers, Scottish Power, Transport for London and VisitBritain.

For more information please visit: <http://www.incentivated.com>