

11th March 2019

HSBC 'Let's Ride Jersey' set to Return to Island this Summer

Community cycling event HSBC Let's Ride Jersey is set to return to the island for the second year this summer.

Following the success of the free, family-friendly event last year, when around 500 cyclists of all abilities took to their bikes for a ride-out along St Aubin's Bay, the event will be held this year on 30th June.

Held in association with Jersey Sport and HSBC's long-term youth development partner the Jersey Cycling Association Cycling Academy (JCAYA), the event will once again aim to encourage islanders of all ages to get on their bikes, cycle more and enjoy a healthier, happier way of life.

In addition, Let's Ride Jersey this year will also have a strong focus on wellbeing, with HSBC working closely with and fundraising for local charity MIND Jersey through the event.

Commenting on the event, Sue Fox, CEO, HSBC Channel Islands and Isle of Man, said: "Let's Ride Jersey was a huge success last year and I'm delighted that we are able to build on that this year to encourage even more islanders, no matter what their age or cycling experience, to get on their bikes. Cycling is not only very good for your body and mind, but it has clear environmental benefits too and I'm proud that we can play a part in encouraging more people to cycle."

HSBC has a strong connection to cycling through its support of British Cycling in the UK, Breeze Rides in Jersey that are aimed at encouraging women to cycle more, and the Banks support of the JCAYA, which supports young people in the sport. JCAYA Chairman, Charlie Germain, added:

"The JCAYA works hard to encourage more young people to take up cycling, whether that's through competition or for enjoyment, and HSBC's ongoing support is instrumental in helping us to achieve that. Let's Ride Jersey was a fantastic addition

to the cycling calendar in the island last year and we're very much looking forward to being involved in the event again and helping to inspire more budding cyclists."

Further details and registration will be available as from next month via www.letsride.co.uk and through the [HSBC Channel Islands & Isle of Man Facebook page](#).

#letsridejersey

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Note to editors:

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