

6<sup>th</sup> February 2019

### **HSBC Supporting Female Cyclists in Jersey**

HSBC in the Channel Islands and Isle of Man are encouraging women to get on their bikes and cycle together in Jersey. Following the success of HSBC UK's Breeze programme, that promotes the social and physical benefits of cycling for women, the programme has now been successfully launched in Jersey.

The female-targeted HSBC Breeze campaign has been designed in partnership with HSBC and British Cycling to help encourage women to get on their bikes and cycle together, and address any barriers they face in cycling.

Supported in the Island by Jersey Sport, the first Breeze ride was launched in January. Catriona McAllister, CEO, Jersey Sport, who is one of 11 recently trained Breeze Champions in the island said: "It was brilliant to see a dozen or so women turn up for our first ride. This is all about giving any woman, whatever their background, the opportunity to feel part of a group, to socialise, to make new friends and to keep fit at the same time."

At the heart of the campaign, British Cycling wants to tackle any barriers women may face in cycling and have set themselves a two-year target to get more female cyclists out and about on their bikes. Women's Cycling Project Manager, Faye Downey, from British Cycling said: "We set ourselves an ambitious target of influencing one million more women to cycle by 2020, and to enjoy the benefits that cycling can offer. HSBC Breeze is a perfect place to start - whether you're looking to build confidence, improve your fitness or meet new people."

It's a campaign that resonates with HSBC in Jersey, following the success of their own local cycling event Let's Ride, which also encouraged people of all ages, experience and ability to get on their bikes and ride.

Claire Lilley, Head of Communications for HSBC in the Channel Islands and Isle of Man said: “We’re delighted to see the HSBC Breeze programme expanded into Jersey. It is a brilliant opportunity for women in the island who may have considered cycling as an activity but previously didn’t have anyone to cycle with. There are lots of keen cyclists in Jersey and the HSBC Breeze rides are another great way to get fit, socialise and explore our beautiful island.”

The rides currently take place every Saturday morning, and a Wednesday evening cycle will be starting from April. To find out more details for each ride head to the [Let's Ride Breeze](#) website and type in your postcode.

**Notes to editors:**

**HSBC Holdings plc**

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