



Making riding a bike as easy as riding a bike

**Subject: Launch of the Cycling Embassy of Great Britain,
Saturday 3rd September 2011**

The Cycling Embassy of Great Britain cordially invites you to its official launch and picnic in London on Saturday 3rd September.

We are a new campaign group that will be calling for the bicycle to be taken seriously as a mode of transport by central government, and calling specifically for proper cycling infrastructure, as enjoyed by the Dutch and Danes.

We believe that the bicycle can play a major role in unlocking access to our towns and cities and provide nothing but benefits in terms of social inclusion, health, reducing pollution and giving people of all ages a genuine choice in how they get about.

Further details about the day along with the aims and aspirations of the Embassy are attached. We sincerely hope you will be able to attend and join us for our launch.

Yours sincerely

Jim Davis

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