



2025 Final Report

Bike Week Winnipeg

Presented by Tire Stewardship Manitoba
June 8-14, 2025



Bike Week Winnipeg will continue to celebrate the joy of bicycling, inviting people of all backgrounds and from all parts of the city to discover new ways of moving through their communities, and embracing active reconciliation with Indigenous Peoples.

Prepared by:

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Bike Week Producer
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* Photos by Sarah Sgambato, Patrick Jordan, Daniel Perry, and Fête Jockey Events*

Overview

Founded in 2007 as Bike to Work Day, Bike Week Winnipeg has grown significantly, offering a wide range of events such as group rides, educational sessions, and history tours.

June 8-14th, 2025, marked Winnipeg's 12th annual Bike Week and the 17th annual Bike to Work Day. The week featured a wide range of activities, including senior and family rides, bike preparation workshops, and street riding basics, drawing **over 14,000 Winnipeggers to 121 events over 7 days.**

2025 New Initiatives & Highlights

YMCA/YWCA Neighbourhood Bike Parties

Bike Week has always had a strong presence in Winnipeg's Downtown Core. It has long been a goal of ours to reach out to other neighbourhoods and present programming for people- right where they live! Over the last decade we have helped support group rides and pit stops that take place on suburban cycling infrastructure; however, this year we reached a new level of success!

A partnership with the YMCA/YWCA Neighborhood Hubs of Winnipeg allowed us to put on three Neighbourhood Bike Parties in Kildonan, St Vital and Westwood areas. Bike Week brought food, bike mechanics, bike decorating, bike crafts via Letter Pedlar Press and bike activities hosted by Green Kids Inc to three different YMCA hubs between late May and early June. The YMCA staff supported BW's event by bringing out staff, field games, day care children and promoting the Neighbourhood Bike Party to their membership.

The success of these events allowed Bike Week to make new connections in the community, and to promote cycling and the week's events to a new audience.



Additionally, Bike Week hosted 2 post work pit stops in West Broadway (at Good Neighbour Brewing) and St. Boniface (via Kilter Brew Co.), and worked with Bike Winnipeg to host rides in the City Centre, NE Winnipeg, and SW Winnipeg through their local bike groups.

These initiatives laid the groundwork for future expansion of both these specific events, and Bike Week's presence outside of Downtown.

For the first year ever we ran a fundraising campaign! We called it *Pump Our Tires*, and we invited folks to help support Bike Week Winnipeg, raising over \$945.00. We also sold T-Shirts via this platform as well, and sold over 60 T-Shirts designed by local artist Chris Pancoe.

Pedi-Cab for Accessibility

Bike Week rented a pedicab for the 2025 event. This was a fantastic way to promote accessibility and inclusion. It provided a fun, dignified, and engaging alternative for folks who couldn't ride bikes due to mobility, age, or other barriers. A Bike Week Board member rode the pedicab for various group rides throughout the week, offering the bench seat in the back for anyone who needed a lift! Whether for seniors, people with disabilities, or



families with small children, the pedicab allowed more people to participate in group rides and experience the joy of Bike Week. This is a service we hope to continue to provide and expand in years to come.

Marketing Success

In an effort to move away from purchases via Meta, or posting on Twitter, Bike Week sought alternative ways of getting the word out about programming. This included transitioning to BlueSky in addition to free posts on Facebook and Instagram. Bike Week also purchased billboard advertising for the first time in a number of years, and invested in programmatic ads. Our newsletter remains the best way for us to reach our audience; but, we also experience great success with traditional media such as newspapers, radio and TV interviews and ads. This year we had 14 interviews in the local press, compared to 9 in previous years. This demonstrated to us that the media landscape continues to shift and evaluation is needed each year about the best way to reach participants. It also spoke to the relevance and value of local media to support and grow local initiatives like Bike Week.

In The News**2023****2024****2025**

Live Radio Interviews	3	4	5
Pre-Recorded Radio Interviews	1	2	3
TV Interviews	6	3	4
Newspaper Articles			2

Marketing**2023****2024****2025**

Posters	250	250	250
Handlebar Handbills (disseminated by Bike Valet Winnipeg and The WRENCH)	200	1000	500
Bike Week Pamphlets	1050	1600	1200
Facebook & Instagram Posts	41	60	69
Twitter Posts	52	65	0
Bluesky Posts	0	0	72
Newsletters	9	10	11
Programmatic Ads: Impressions	0	0	284,302
Programmatic Ads: Clicks	0	0	274
Pattison Ads: Impressions	0	0	2,000,000

Bike to Work Day

Bike to Work Day, the flagship event and fan favorite of **Bike Week**, was once again presented by **CAA Manitoba**, with record numbers!

From 6:30am - 9:30am on Tuesday, June 10th over 6200 Winnipeggers visited 75 Pit Stops city wide culminating at the annual **Manitoba Public Insurance All-Day Stop at The Forks** (9:00 am - 2:00 pm).

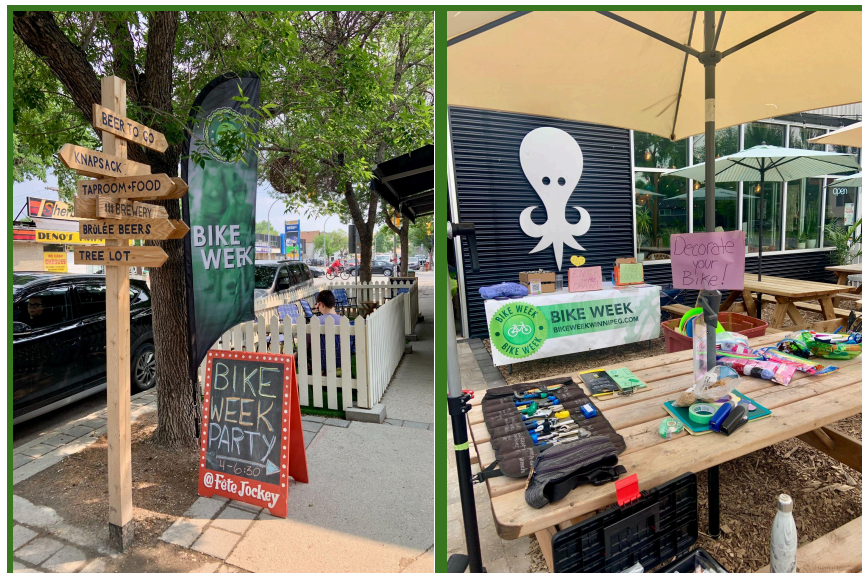


Once again, riders were encouraged to join in the annual game of **Ride and Go Seek** by stopping at at least 8 Pit Stops hosted by Bike Week Sponsors, long time hosts and partners, and businesses who were hosting their first ever pit stop. **175 Ride and Go Seek participants** entered to win various in-kind prizes donated by Zealous Medi Spa, Chaeben Ice Cream, Fête Ice Cream, Across the Board, Jardin St. Léon, Rumours Comedy Club, Oh Doughnuts, Harvest Moon, Little Sister Coffee, Bikes and Beyond, Assiniboine Park Conservancy, 201 Portage, Tall Grass Prairie, Winnipeg Folk Fest, and Fortwhyte Alive.

Whether commuting to work, or taking a morning ride while working from home, Bike to Work Day celebrated folks whose rides were short or long.

Mayor Scott Gillingham along with 30 Winnipeggers joined the 17th Bike to Work Day Group Ride starting at Assiniboine Park through Bruce Park/Bourkevale, West Wolseley, Omands Park, Wolseley, West Broadway and finally along the Assiniboine Bike Lane ending at the **All-Day Pit Stop at the Forks**.

Springboarding from the pilot in 2024, Bike Week included **TWO Post Work Pit Stops** hosted by Good Neighbour Brewing and Kilter Brewing, filling up these local patios with bikers and bikes!

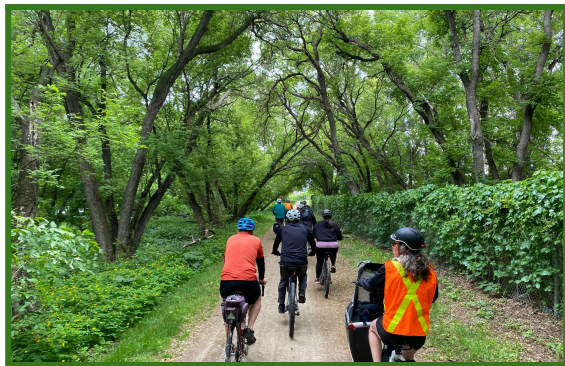


Bike Week Event Calendar

Visit [HERE](#) for the full 2025 Event Listing

The Bike Week calendar was packed with a variety of engaging events, including city-wide group rides and a comprehensive list of community bike shops, open shop hours and neighborhood bike parties. Some standout highlights from this year included:

The **Bezhig Miigwan, One Feather** ride once again launched the week in a good way. The group ride was led by Adrian Alphonso, a Band and Community Member of Waywayseecappo First Nation, and supported by Momenta. The ride from the Residential School Monument to the National Centre for Truth and Reconciliation was designed to allow participants to learn truth, reflect on history, engage ethically with the land, and consider actions toward reconciliation. The event had 20 registrants in spite of the rain!



The 3rd annual **Kidical Mass** was hosted by Bike Winnipeg with support and bike decorating from Bike Week. This year the ride saw over 150 riders- of all ages, who met for bike decorating at Vimy Ridge Park and enjoyed a safe and fun group ride to the Bike Week Bash at the Leg.

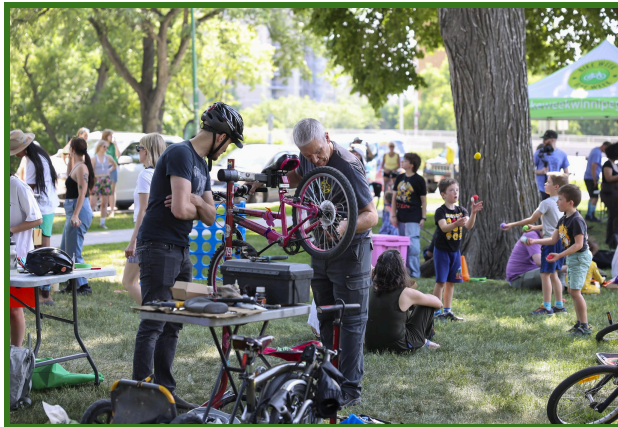




A **Bike Tour with Architect Brent Bellamy**, led participants on a bike tour of Brent's favourite buildings and places in downtown Winnipeg – old and new, big and small, prominent and little known. Bellamy told of the lost stories and highlighted some of the unique places that we often pass by without giving a second thought.



The Bike Week Bash, presented by Downtown Winnipeg BIZ concluded the week on Saturday, June 14th from 1-3pm on the south grounds of the Legislature Building. This family-friendly celebration featured a range of activities, including bike games with Green Kids Inc., a Kurrent Motion Hula jam, screen printing with Letter Peddler Press, free bike tune-ups, bike decorating, and juggling with Tait the Gr8. Entertainment included performances by the Yaadies and DJ Cadence. Free food was provided for the first 150 attendees, featuring ice cream from Fête Ice Cream, banh mi subs from Banh Mi King and cold coffee drinks from Prairie Solar Cafe.



Click [HERE](#) to enjoy highlights of **Bike Week 2025**

BIKE WEEK BY THE NUMBERS

Our 12th Annual Bike Week was a resounding success! We were excited to welcome new sponsors, pit stops, event hosts, and even some new traditions. Take a look at the impressive 2025 stats below—and the strong growth we've seen across the board. We're looking forward to building even more partnerships as we continue to expand our reach and programming in the years to come.

Bike to Work Day	2023	2024	2025
Bike to Work Day Participants <i>Each year BtWD pit stops count the number of cyclists who stop at their location and Bike Week adds up the total.</i>	5374	5594	6221
Pit Stops (city wide)	62	73	75
Post Work Pit Stops	0	1	2
Pit Stop Hosts	~122	~150	~190
Volunteer Mechanics	19	24	6
Ride and Go Seek Participants	143	122	175
Ride and Go Seek Prizes	10	5	10
Best Pit Stop Award	1	1	1

Bike Week Events

Pre Bike Week Events	21	47	32
Post Bike Week Events	21	51	15
Bike Week June 8-14 Events	45	60	74
Total Cycling Events Promoted	87	160	121
Community Bike Shop Open Shop “Events”	29	64	44
Cycling Training/ How To Workshops	8	5	1

Cycling Challenges / Races	2	2	3
Radio Shows Dedicated to Cycling	3	5	5
Blessing of Bikes	1	1	1
YMCA/YWCA Neighborhood Bike Parties	n/a	n/a	3
Indigenous History Tours	1	1	1
Kid & Family Rides	5	6	4
Total Group Rides	23	19	27
Bike Jams	1	1	1
Total Number of Participants in all events on Bike Week Event Calendar	~14,183	~15,355	~15,150

Bike Week Folk

2023

2024

2025

Volunteers	141	176	229
Volunteer hours <i>250 Board planning hours, 562.5 hours pit stop host hours (2.5 hosts/stop x 3 hours each x 75 stops), 444 event host management hours + 100 onsite event management hours</i>	~1380	~1650	~1356.5
Bike Week Board Members	10	9	7
Event Contractor Staff	6	5	5
Newsletter Subscribers	5,036	5053	4842
Instagram Followers	1976	2247	2537
Twitter Followers	1917	1919	N/A
Facebook Followers	3444	3529	3510
Bluesky Followers	N/A	N/A	224
Exit Survey Participants	N/A	305	N/A

Financial Sponsors**2023****2024****2025**

Local or National Businesses	9	9	15
BIZ's	3	3	3
Financial Institution	1	2	1
Government/Agencies	2	2	1

In Kind Sponsors**2023****2024****2025**

Prize Sponsors	7	8	12
Food & Beverage Sponsors	3	3	4

THANK YOU TO OUR SPONSORS

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Bike Week Presented by



Bike to Work Day Presented by



All-Day Pit Stop Presented by



Neighborhood Bike Party Sponsor



Pit Stop Sponsors

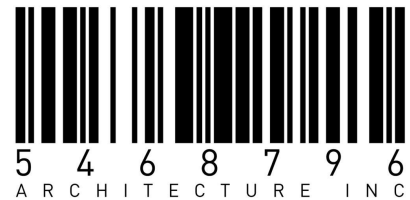


Post Work Pit Stop Sponsors



**KILTER
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General Sponsors



In Kind Sponsors





Assiniboine Park
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