



2026 FINAL REPORT

Bike Week

Presented by Tire Stewardship Manitoba
June 7-13, 2026



Bike Week Winnipeg exists 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.

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*** Photos by Sean Guezen, Patrick Jordan, Bike Week Board Members and Fête Jockey Events***

TABLE OF CONTENTS

OVERVIEW	2
PROGRAMMING	3
New Initiatives	3
BIKE TO SCHOOL DAY	3
ROLLING THROUGH RED RIVER MÉTIS HISTORY RIDE	3
WINNIPEG PRIDE FESTIVAL	4
Highlights	4
KIDICAL MASS	4
YMCA-YWCA NEIGHBOURHOOD BIKE PARTIES	4
FIELD MECHANICS WORKSHOP	5
Bike Week Event Calendar	5
BIKE TO WORK DAY	6
FUNDING	7
SPONSORSHIP SUCCESS	7
MARKETING	8
WEBSITE UPDATES	9
BIKE WEEK BY THE NUMBERS	10
THANK YOU TO OUR SPONSORS	13

OVERVIEW

Bike to Work Day is the flagship event of Bike Week, and was launched by a group of keen Winnipeg cyclists 20 years ago. Over time it evolved from one day to a full week of activities that promote and celebrate bike riding to all Winnipeggers. Led by a volunteer board of directors, Bike Week continues to grow each year, offering a wide range of free events such as group rides, educational opportunities, and neighbourhood events! In partnership with local businesses, bike groups, individuals and artists.

June 7-13th, 2026, marked Winnipeg's 13th annual Bike Week and the 20th annual Bike to Work Day. The week featured a wide range of activities, most notably: a variety of group and theme rides, the 4th annual Kidical Mass, bike repair and street riding workshops and the revival of Bike to School Day, drawing **over 9,000 Winnipeggers to 77 events over 7 days**. Events were either hosted by 3rd parties and promoted via Bike Week's website OR were organized and hosted by Bike Week. This year the Bike Week Calendar included activities every day of the festival enhancing both coverage and engagement.

Despite this year's weather which brought below average temperatures for June, heavy rains, and even tornado warnings throughout the week of June 7-13, Bike Week 2026 recorded a record of participants.



PROGRAMMING

New Initiatives

BIKE TO SCHOOL DAY

Bike to work day has always had a strong presence in Winnipeg and this year included a new audience through our pilot program: **Bike to School Day** presented by Tire Stewardship Manitoba. 7 Schools hosted a pit stop on Bike to School Day which ran concurrently with Bike to Work Day pit stops. Collectively the school pit-stops engaged with

over 1000 cyclists including public and student riders. Some students participated in group rides to school (like Earl Grey School's Bike Bus) or rode on their own, and were met with pit stops hosted by teachers and parents. Pit Stops gave away snacks, bike decorating supplies, and bike safety swag from Tire Stewardship Manitoba and Manitoba Public Insurance. Students also took their school pit stops to new heights in unique ways. Some had their school cheerleading team or band perform, others offered bike repair or free plants!



The success of this new initiative allowed Bike Week to make new connections with schools and families, and to promote cycling and the week's events to new audiences across the city.

See this great article from the [Winnipeg Free Press!](#)

ROLLING THROUGH RED RIVER MÉTIS HISTORY RIDE

On June 11th, Bike Week Winnipeg hosted its first Rolling Through the Red River Métis History Ride guided by local Red River Métis Artist Richard Charpentier. This event took participants from Lagimodiere Gaboury Park to the Rooster Town Kettle on Georgina and Parker with stops along the way at The Forks "Peace Park" and Confusion Corner. The ride was designed to allow participants to learn truth, reflect on history, engage ethically with the land, and consider actions toward reconciliation. The event had 19 participants in spite of the rain!

Check out [this coverage](#) from APTN.



WINNIPEG PRIDE FESTIVAL

This year, for the first time, Bike Week partnered with the Pride Winnipeg Festival at The Forks to host a family activity in the Kid Zone. The tent featured bike decorating kits, Bike Week promotional materials, and free snack giveaways. Bike Week's presence at the festival provided an excellent opportunity to build new community connections, increase public awareness of upcoming Bike Week programming, and strengthen engagement with festival attendees. We saw immediate results from this partnership when visitors who learned about Bike Week at the Pride later attended our all-day Pit Stop as participants in Bike to Work Day. We were also proud to strengthen connections with the 2SLGBTQ+ community and allies through this partnership.

Highlights

KIDICAL MASS

The 4th annual Kidical Mass was hosted by Bike Winnipeg with ride leadership and bike decorating from Bike Week. This year the ride saw over 98 riders- of all ages, who met for bike decorating and snacks at Vimy Ridge Park and then enjoyed a safe and fun group ride through the Wolseley and River Heights area. As our Board Chair, and leader of Kidical Mass Dave Elmore says "When the streets are safe for kids, they are safe for all of us."

YMCA-YWCA NEIGHBOURHOOD BIKE PARTIES

Three neighbourhood bike parties were held throughout Bike Week in partnership with the South, Elmwood/Kildonan and West Portage YMCA/YWCA Neighbourhood Bike Hubs. These events offered a variety of engaging activities that promoted cycling, shared cycling tips, and encouraged community participation. Attendees enjoyed a fun and interactive bike obstacle course from Wild Roots Theatre or Bike Week Board Members, while guests from The W.R.E.N.C.H., Bikes and Beyond and MPI provided valuable bike safety information and free bike repair. Children and adults alike had the opportunity to personalize their bicycles with creative bike decorating kits, adding a festive touch to the celebrations. New this year Bike Week provided youth bikes (and helmets) onsite for kids to hop on and ride, reducing barriers to participation.



FIELD MECHANICS WORKSHOP

17 people participated in this year's free outdoor bike mechanics workshop. Renamed this year to "Field Mechanics", this lunch hour program was hosted by Bike Week Board Member Daniel Perry with support from Board Chair Dave Elmore. Located in Bonnycastle park, attendees enjoyed an hour of training on some basic repairs and maintenance to help them deal with some of the things that they might have to deal with on the road. All participants received swag bags from Bikes and Beyond. One person even arrived with a flat tire which made for an excellent teachable moment!

Bike Week Event Calendar

Visit [HERE](#) for the full 2026 Event Listing

The Bike Week calendar was packed with over **70 events** that brought a variety of community opportunities, including city-wide group rides and a comprehensive list of community bike shops, open shop hours and neighborhood bike parties.



Click [HERE](#) to watch our highlight video from Bike Week 2026

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 9th **over 8000** Winnipeggers visited 70 Pit Stops and 7 Bike to School Day Pit Stops city wide culminating at the annual **Manitoba Public Insurance All-Day Stop at The Forks** (9:00 am - 2:00 pm). Reporting from several pit-stops indicated that almost just as many riders biking to work did not visit the pit-stops as those that did, meaning many more Winnipeggers rode to work on Bike to Work Day.

Once again, riders were encouraged to join in the annual game of **Ride and Go Seek** by stopping at at least 8 Pit Stops. These pit stops were hosted by Bike Week sponsors, local organizations, businesses and community groups. This year, to celebrate our 20th Anniversary, we challenged riders to complete our **20x20 Challenge** and visit 20 pit stops to be entered to win a grand prize. **168 Ride and Go Seek participants and 51 20x20 participants** were entered to win various in-kind prizes donated by Zealous Medi Spa, Fête Ice Cream, Jardin St. Léon, Rumours Comedy Club, Winnipeg Folk Fest, Fortwhyte Alive and The Downtown BIZ.

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.

20 Winnipeggers joined the 20th 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**.

Continuing from last year's successful Post Work Pit Stops, Bike Week once again included two **Post Work Pit Stops** hosted by Good Neighbour Brewing and Kilter Brewing, filling up these local patios with bikers and bikes!



FUNDING

SPONSORSHIP SUCCESS

Despite a significant decrease in Bike Week's core funding, this year's sponsorship campaign generated a record amount of sponsored funding.

With the help of our returning sponsors; Tire Stewardship Manitoba, CAA Manitoba, Manitoba Public Insurance, The YMCA-YWCA, Assiniboine Credit Union, Stantec, Dillon Consulting, The West End BIZ, HTFC Planning and Design, Number TEN Architectural Group, Urban Systems, The Hive, Good Neighbour Brewing Co., Kilter Brewing Co. and The Downtown BIZ, as well as our new sponsors; The Province of Manitoba, Boeing Winnipeg, The Manitoba Blue Cross, Magellan Aerospace, WSP, and TD Parks People, Bike Week was able to champion new initiatives.

This funding made it possible to champion new initiatives such as Bike to School Day, and to continue delivering our core programming such as our indigenous led programming, this year's *Rolling Through Red River Métis History* ride.

In its second year *Pump Our Tires*, a donation based fundraising campaign where the public was invited to support Bike Week, yielded great success and raised **\$780.00**. We also sold T-Shirts via this platform, and **sold over 80 T-Shirts** designed by local artist Chris Pancoe helping us to diversify our revenue streams.



MARKETING

The Bike Week 2026 marketing campaign included posters, postcards, paid advertisement, and several local interviews with [Global TV](#), [CTV Winnipeg](#), [The Free Press](#), [UMFM](#), [Chris D](#), [CBC Radio](#) and, [APTN](#).

In The News	2024	2025	2026
Live Radio Interviews	4	5	1
Pre-Recorded Radio Interviews	2	3	2
TV Interviews	3	4	3
Newspaper Articles	0	2	2

Marketing	2024	2025	2026
Posters	250	250	200
Bike Week Pamphlets	1600	1200	1100
Facebook & Instagram Posts	60	69	39
Bluesky Posts	0	72	38
Newsletters	10	11	10
Boosted Post Views	N/A	N/A	30,804
Pattison (Billboard) Ads: Impressions	0	2,000,000	2,264,695

Bike Week's Pattison Billboard Advertisement Graphic:



WEBSITE UPDATES

To make our website more accessible and user-friendly, we collaborated with our long-time web designer to improve the functionality of our Events Calendar and City-Wide Pit Stop Map. These updates included streamlining the pit stop and event submission process by creating a more automated portal, allowing pit stop hosts to enter and manage their own event information. We also redesigned both pages to be more visually engaging and better organized, making it easier for participants to find the events and pit stops taking place throughout the week. While this new system was a significant improvement over past years, it also highlighted areas for further enhancement. Identifying these opportunities provided valuable insights that can be used to improve the system in the future.

Bike Week's updated website Event Calendar:

The screenshot displays the 'Bike Week Winnipeg' website's event calendar. The header features the logo, 'GET BIKING' text, and navigation links: About, Get Involved, Calendar (highlighted), Newsletter, Bike to Work Day, Resources, and Contact. Social media icons for Facebook, Twitter, YouTube, and Instagram are in the top right. Below the header is a search bar with 'Search for events' and a location filter 'In a location'. A green 'Find Events' button, a 'Hide Filters' link, and a 'Photo' dropdown are also present. Filter buttons for 'Event Category', 'Venues', 'Organizers', and 'Event Type' are shown. The calendar view is set to 'Today' and shows 'June 7 - June 12'. The events are listed in a grid:

- June 7:** 9:00 am - 12:00 pm, **7** Cruisin' To Change Lives - 30
- June 8:** 12:00 pm - 1:00 pm, **8** Field Mechanics (Featured)
- June 8:** 6:20 pm - 8:00 pm, **8** Velodonnas presents Intro to Group Road Riding (Women and folks comfortable with the umbrella term only)
- June 9:** 6:00 am - 9:00 am, **9** Bike to Work Day GROUP RIDE (Featured)
- June 9:** 6:30 am - 9:00 am, **9** 20th Annual Bike to Work Day presented by CAA (Featured)
- June 9:** 6:30 am - 9:00 am, **9** Bike to School Day presented by Tire Stewardship Manitoba (Featured)

BIKE WEEK BY THE NUMBERS

Our 13th 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 2026 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	2024	2025	2026
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>	5594	6221	8064
Bike to School Day Participants <i>(Each year pit stops count the number of cyclists who stop at their location and Bike Week adds up the total.)</i>	N/A	N/A	926
Pit Stops (city wide)	73	75	70
Bike to School Pit Stops	0	0	7
Post Work Pit Stops	1	2	2
Pit Stop Hosts	~150	~190	~160
Volunteer Mechanics	24	6	16
Ride and Go Seek Participants	122	175	168
Prizes given away	5	10	7 + 70 ice cream coupons
Best Pit Stop Award	1	1	1

Bike Week Events	2024	2025	2026
Bike Week events June 7-13th	60	74	12
3rd party Bike Events During Bike Week	42	98	15
Total Cycling Events Promoted	160	121	50
Cycling Training/ How To Workshops	5	1	1
YMCA/YWCA Neighborhood Bike Parties	n/a	3	3
Indigenous History Tours	1	1	1
Kid & Family Rides	6	4	2
Total Group Rides	19	27	8
Bike Jams	1	1	1
Total Number of Participants in Bike Week run events			9245

Bike Week Folk	2024	2025	2026
Volunteers	176	229	306
Volunteer hours- <i>board, event, and pit stop host hours</i>			992
Bike Week Board Members	9	7	12
Event Contractor Staff	5	5	5
Newsletter Subscribers	5053	4842	4761
Instagram Followers	2247	2537	2755
Facebook Followers	3529	3510	3510
Bluesky Followers	N/A	224	241

Financial Sponsors**2024****2025****2026**

Local or National Businesses	9	15	20
BIZ's	3	3	2
Financial Institution	2	1	1
Government & crown agencies	2	1	2

In Kind Sponsors**2024****2025****2026**

Prize Sponsors	8	12	9
Food & Beverage Sponsors	3	4	2

THANK YOU TO OUR SPONSORS

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PRESENTING SPONSOR & BIKE TO SCHOOL DAY SPONSOR



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