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## **Wiggins inspires nation to ‘get on its bike’ for charity**

Cycling fundraising boomed in 2012 thanks to Team GB success, with the number of events nearly trebling compared to 2011.<sup>1</sup>

The spike in participation in rides and races with built-in sponsorship options also drove a near 50 per cent increase in funds raised for charity through cycling – according to online giving site JustGiving.com – with £20.9m raised last year.

According to the findings, the nation’s enthusiasm for all things two-wheeled is primarily down to Team GB’s success at London 2012, with half of cyclists (55 per cent) citing this success as their inspiration.

One man in particular stood out as clear favourite among cycling enthusiasts with nine in 10 (86 per cent) declaring Bradley Wiggins as the most inspiring of GB’s cyclists, after his heroic displays in both the London Olympics and Tour de France.

However, the public also recognise the achievements of fellow Olympians Chris Hoy (54 per cent), Victoria Pendleton (49 per cent) and Laura Trott (46 per cent).

The event explosion equates to around 8,000 more such cycling events occurring in 2012 than the year previous, and this is expected to rise further in 2013 with several new high profile, mass-participation bicycle races planned for this year – such as RideLondon, a two day cycling event where riders complete a 100 mile challenge through the capital.

And despite such success contributing to a substantial increase in participation, most cyclists (70 per cent) still wish there was more information on upcoming events such as these.

Launched today, JustGiving’s new online hub (<http://www.justgiving.com/en/cycling-for-charity>) provides a solution by offering suggestions for fundraising event taking place across the UK.



Anne-Marie Huby, MD of JustGiving said: *"It is fantastic to see how Bradley Wiggins and the rest of Team GB have managed to put cycling firmly back on the fundraising map. Our new online cycling hub is the not only the perfect place to promote your own event, but a great way to share fundraising tips and tricks with other keen riders."*

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**For more information please contact Chris or Lauren at Third City on tel: 020 3657 9773 or email [jgteam@thirdcity.co.uk](mailto:jgteam@thirdcity.co.uk)**

### **About JustGiving**

JustGiving ([www.justgiving.com](http://www.justgiving.com)) is the UK's largest online fundraising platform and has helped 13 million people raise over £1 billion for more than 12,000 charities since 2001. In 2009, JustGiving's CEO Zarine Kharas was awarded the RSA's Albert Medal for "democratising fundraising and technology for charities". JustGiving was the Experian Hitwise Number 1 Award winner for 2011, based on market share of visits among all United Kingdom websites in the Hitwise Community category and won 'Best Use of Technology' at the Charity Times 2012 Awards.

### **Methodology and footnotes**

Data on event participation is from JustGiving internal data. JustGiving also interviewed 273 of its cycling fundraisers online between November 27<sup>th</sup> and December 3<sup>rd</sup> 2012.

1. In 2011 there were 5,289 cycling events registered on JustGiving. This rose to 13,338 in 2012 – a 2.52-fold increase (near trebling). Funds raised also increased from £14.4m (2011) to £20.9 million (2012) - a 45 per cent increase.