



**Magiczny  
Kraków**

## **Cycling to work, home, bike, work...and repeat**

2024-03-15

**The 8th edition of the cycling campaign "Cycling to work, i.e. home, bike, work...and repeat" was launched on 1 March. The Krakow Convention Bureau and the Department of Tourism are taking part!**

This year, over 180 companies have joined the campaign. Avid cyclists can look forward to attractive giveaways, such as bike accessories, gift cards to multi-brand store chains, and cinema tickets.

The campaign is aimed at promoting cycling as a means of transportation to work, and in particular as an environmentally-friendly alternative to cars.

Promoting cycling as a means of transport among residents is not only aimed at improving the quality of life in the city, reducing traffic congestion and fighting climate change, but also at promoting a healthy lifestyle and physical activity. Working together, every year we manage to encourage one in five people to switch from driving to cycling.