



**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.