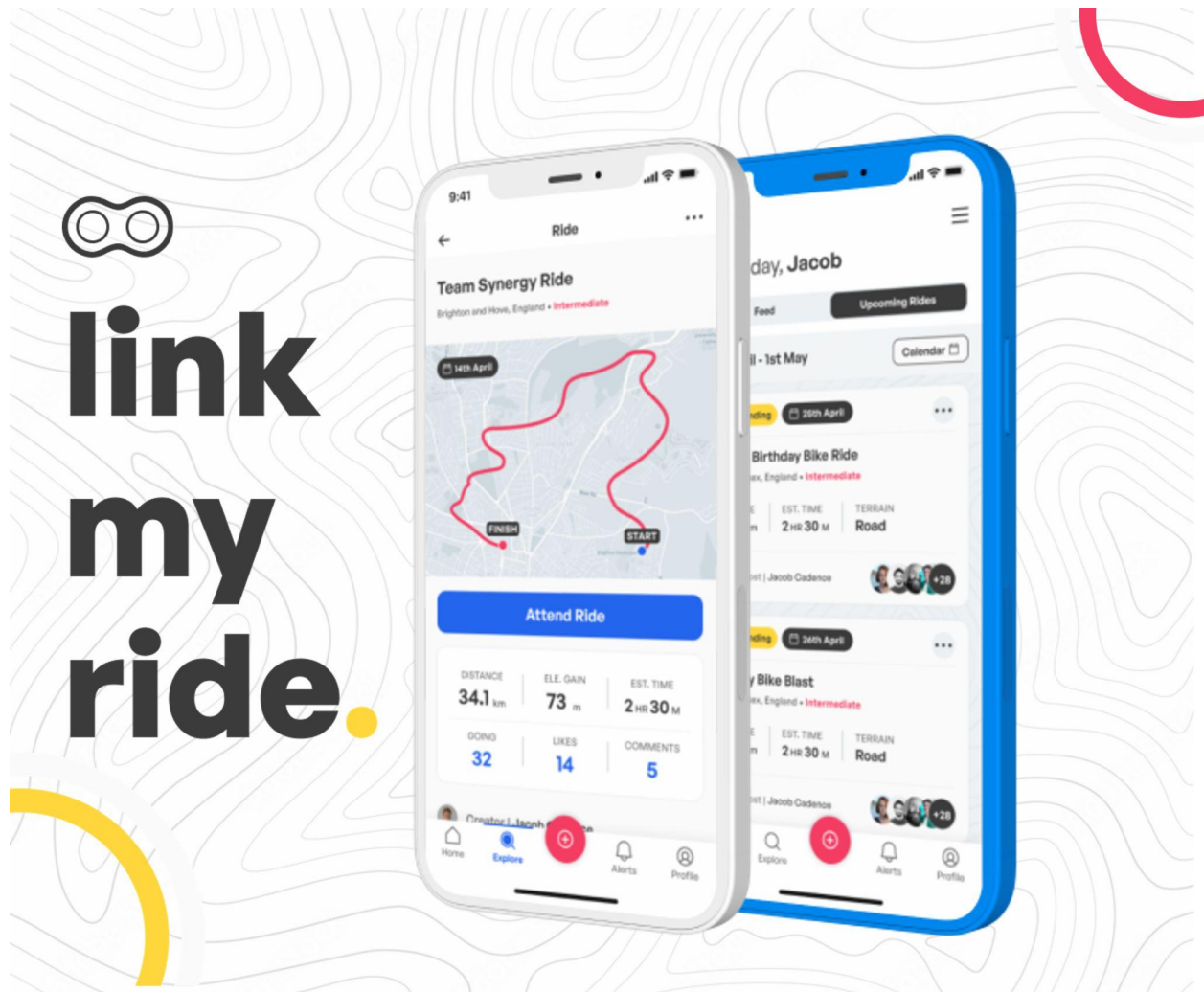


PRESS RELEASE: FOR IMMEDIATE RELEASE

## Link My Ride Becomes Official Cycling App For Cycling Canada

- *Link My Ride is the pre-ride organisational platform created by cyclists for cyclists*
- *Partnership aimed at better connecting the cycling community across Canada*
  - *Free for cyclists to use plus a subscription platform tailored for clubs*
  - *Founded by pro cyclists, Tom Pidcock and Jacques Sauvagnargues*



4 October 2022, London: Link My Ride, the pre-ride organisational platform which allows cyclists to explore, plan and create group rides, has launched an official partnership with Cycling Canada as the governing body's Official Cycling App. Link My Ride is free for cyclists to use and has a

subscription platform tailored for clubs. Having launched just this month, the simple and easy to use smartphone app allows riders to connect and cycle with others.

Link My Ride also features a tailored Club Portal which facilitates the management of members and club rides whilst removing the administrative burden of running a club.

Jacques Sauvagnargues and Tom Pidcock, former teammates and professional riders, were at the heart of the business to create an app for cyclists, by cyclists. The two developed the idea as a way to increase cycling participation globally and to simplify the way that group rides are organised.

“Our partnership with Cycling Canada will help us to quickly continue populating the app with riders globally, adding to the user experience as the more cyclists there are using Link My Ride, the better the experience is for all,” explained Link My Ride co-founder Jacques Sauvagnargues. “Following our official launch this month we’re excited to be extending our reach globally and working with Cycling Canada to provide a new and exciting way to meet and interact with other cyclists across the country.”

“Community is at the center of Cycling Canada's strategic plan, and we are confident that our partnership with Link My Ride will help us to grow and diversify our community while supporting the amazing work done by our clubs and provincial partners,” explained Mathieu Boucher, Chief Development Officer at Cycling Canada. “This partnership aligns with our efforts to support and service members beyond the racing community. Along with our provincial partners, one of our goals is to promote cycling to the broader cycling community by offering enhanced member benefits, opportunities, and supports.”

The Link My Ride app works by highlighting other riders on the local map and showing rides and clubs nearby or in the defined area. When using the app you can follow other cyclists to see their activity and rides, discover and join local clubs, see activity in your area via an interactive map, engage with others and also upload your own routes to create group rides. Additionally, the smartphone app provides a number of security features including privacy controls and location masking. Amongst many unique features, it also provides the user with a calendar to keep a log of all upcoming planned rides.

Currently, only the English language version of the app is supported. French language capabilities will be available by the end of October.

As part of this partnership, affiliated Canadian cycling clubs will receive access to an exclusive discount code for their first year of subscription. Please contact [linkmyride@cyclingscanada.ca](mailto:linkmyride@cyclingscanada.ca) for more details on how to access this opportunity.

The Link My Ride App can be downloaded from the Apple Store [here](#) or from Google Play on Android. Find out more about Link My Ride [here](#).

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Images are available [here](#).

For further information about Link My Ride in Canada, please contact:  
[linkmyride@cyclingscanada.ca](mailto:linkmyride@cyclingscanada.ca)

For further information about Link My Ride, please contact: [tom@paceupmedia.co.uk](mailto:tom@paceupmedia.co.uk)

## **Notes to Editors**

### About Link My Ride

*Link My Ride is a pre-ride organisational platform for all cyclists, launched in 2022 by current and former professional cyclists Tom Pidcock and Jacques Sauvagnargues, that allows users to explore, plan and create group rides. Utilising an App as well as a website interface, Link My Ride serves to act as the only tool cyclists need to connect with riders, clubs and cycling hubs, at the touch of a button. Link My Ride features a bespoke club portal for managing memberships as well as rides - transferring club logistics from the usual WhatsApp and Facebook groups to a tailored model design by club riders, for club riders.*

<https://linkmyride.com/>

### About Cycling Canada

*Cycling Canada is the governing body for competitive cycling in Canada. With the vision of becoming a leading competitive cycling nation, Cycling Canada manages the High Performance team, hosts national and international events and administers programs to promote and grow cycling across the country.*

<https://cyclingscanada.ca/>