Calgary tour de nuit Society

2015 Part-time Public/Media Relations Intern

is one of Canada's most innovative cycling promotion organizations marketing urban bicycle commuting. The *Tour de Nuit* Society is the organizer of the 'Ride the Road' tour and the first Calgary Bicycle Festival. Since 2009 we have been driving the commuter cycling agenda in Calgary. The 'Ride the Road' tour is the genesis of our 2010 legislative initiative at City Hall and our public education program. The tour is designed to be the initial step in building separated bike lanes (dedicated bicycle infrastructure) in downtown Calgary.

The 'Ride the Road' tour is an on-street, closed-road bicycle ride that highlights the need for dedicated bicycle infrastructure. The later has been proven to be an effective technique to reduce the risk to experienced and potential bicycle commuters. Reducing risk generates demand for active transportation. The former is an effective experiential learning tool for decision makers and VIPs.

As an event planner you will be directing the extraordinarily successful VIP program for the 'Ride the Road' tour. In 2012 five MLA's participated in the tour—up from none the year before. Olympian Christina Smith hosted the South Spoke of the RtRt. Conservationist Brian Keating Emceed the event for the second year in a row. You will be head hunting: media personalities, sports celebrities, political leaders, foreign government representatives and leaders that will shape a positive public image of active transportation and cycling in Alberta.

If you are passionate about bringing about a change in attitudes towards active and sustainable transportation in the City of Calgary; working with a diverse group of stakeholders (without sparking the car/bike war) then we want to hear from you.

The Intern's role is to:

- Create a VIP guest list and recruit celebrity cyclists for the 'Ride the Road' tour
- Issue invitations and follow up contact
- Support the multimedia marketing and advertising campaign for the event
- Assist at an organizational level and other duties as assigned

Qualifications:

- Excellent research skills
- Persistence and tact
- Ability to write quickly and succinctly
- Excellent verbal and presentation skills
- Ability to function in a team environment with multi-disciplinary members
- Creative thinker prepared to articulate and communicate new concepts.

This position is available under the Serving Communities Internship Program and certain eligibility conditions apply. Schedule is a flexible 80 hours over the academic year. A $1,000 bursary is paid upon completion. Apply to: staffing@morepeoplecycling.ca

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