

## World Design Capital Project Highlights The Benefits Of Bicycles

February 2014, Cape Town: The 100 Bicycles project (#WDC421) has been named as an official

project for the Cape Town World Design Capital 2014. Spearheaded by ideas and communications

agency LIFE brand, the project aims to highlight the socio-economic and environmental benefits of

bicycles. By its association with Qhubeka, a non-profit organisation that rewards people with bicycles for commendable academic results or work done to improve communities or the environment, 100 Bicycles aims to change and improve peoples' lives.

Head of the project team and founder of LIFE Brand agency, Warren Lodge says that it is an honour

to be recognised by the World Design Capital team. "In addition to doing good, 100 Bicycles aligns

with the WDC's mandate – it's about a functional and timeless design, and more importantly about

connecting people in new and interesting ways by undoing the division caused by the apartheid

design system."

He explains that while the project has WDC endorsement, it's up to the project and community to

turn the idea into a reality. "As the country's creative hub and a growing cycling culture, Cape Town

is the ideal location for the roll-out of 100 Bicycles. We are calling on businesses to purchase a

bicycle for R4 000 and in turn subsidise another bike, helmet, pump and bicycle tools that will be

donated to an impoverished person via Qhubeka."

100 Bicycles comprises 100 yellow bicycles, branded with a unique word or phrase that highlights

the myriad benefits of cycling within an African context. Some of these include creating new bicyclebased

businesses (like food vendors and couriers), enabling healthcare workers to visit more patients, and minimizing traffic congestion and motor vehicle pollution.

According to statistics from Qhubeka bicycles could improve the lives of the twelve million South

African children who walk more than two hours to school. "Besides reducing this commute by up to

75 percent, it's been proved that bicycles contribute to increased attendance rates - an average of

18 percent – and improved performance – an average rise of 25 percent."

"Cycling is also a healthy, affordable, environmentally friendly form of exercise. My aim is for 100

businesses to buy a bicycle and instill a culture of cycling to work and sharing a communal bike to

ride to meetings or to buy lunch."

For more information on the project or to buy a bike or make a donation to Qhubeka visit [www.lifebrand.co.za/100-bicycles](http://www.lifebrand.co.za/100-bicycles). To contribute towards the communication of the campaign SMS

"WDC421" to 44754 (standard SMS rates apply).

Real life stories of how bicycles have changed lives

Katlego

This smart youngster was part of a community tree-growing project by Qhubeka, an organisation

that gives bicycles to people in return for work done to improve their environment, community or academic results. Katlego realised she was good at growing indigenous seedlings to barter for bicycles, so instead of stopping at 100 trees to get one Qhubeka Buffalo Bicycle, she grew 600 and traded them for six. She now rides one to school, getting there faster, and rents out the others as income for her family and to save money for university. She wants to be a chartered accountant, and her bicycles are helping her to make her dream achievable.

Songezo Jim

Songezo Jim also believes in the power of bicycles. He lost both of his parents as a child and moved to Cape Town with his aunt from Eastern Cape. At 14 he saw a competitive cycling race for the first time when the Cape Argus Cycle Tour passed his neighbourhood. Inspired, he joined a local cycling club that loaned him a bicycle and taught him to ride. Six years later, he became a professional cyclist and now rides for Africa's first Pro Continental cycling team, Team MTN-Qhubeka p/b

Samsung.

Sam Laidlaw

He works in IT Distribution for AxizWorkGroup in the Africa Sales Department and is a passionate cyclist who races most of South Africa's major road events. But it wasn't always this way. Previously, Sam struggled with his weight. He decided to do something about it when he hit 155kg. He found gym dull, and it was only when a friend sold him a bicycle that he discovered a new passion: road cycling. Now fit and healthy, he's lost 60kg. He often commutes to work by bicycle, skipping the traffic jams and minimising his impact on the environment. He says riding reminds him of being a kid, and believes all children deserve the opportunity to ride a bike, which is why he's a supporter of Qhubeka and Team MTN-Qhubeka Samsung.

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LIFE Brand

LIFE brand, a forward thinking ideas and communications agency is the brainchild behind this project. LIFE brand is a creative ideas company that thrives on creating new and reinventing existing brands. Our mission is to breathe life into brands by finding solutions to the challenges they face.

Visit [www.lifebrand.co.za](http://www.lifebrand.co.za) for more info.

About Qhubeka

Qhubeka is a non-profit that helps people move forward and progress by giving bicycles in return for work done to improve communities, the environment or academic results. Having a bicycle changes lives by increasing the distance people can travel, what they can carry, where they can go and how fast they can get there. Visit [www.qhubeka.org](http://www.qhubeka.org) for more info.

The Qhubeka Buffalo Bicycles used in this project increase a person's carrying capacity by five times (the bike boasts a total carrying capacity of 250kg).

Contact details

For more information please visit <http://lifebrand.co.za/100-bicycles/> or contact:

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