

CYCLE LOGISTICS AHEAD IN THE 3RD BICYCLE FAIR OF DONOSTIA / SAN SEBASTIAN

For the third consecutive year was held in Donostia-San Sebastián the Bicycle Fair whose aim has been to bring together all actors around the bicycle and promote its use in all areas. The palace Kursaal has been the site chosen to host this market, which was more than twenty stands where products and services are offered around the bike, exhibitions, specialized clothing, related sports equipment, test electric bicycles, displays, projection documentaries and many other activities during the days 27, 28 and 29 May. Entry was free and gave the right to participate in the draws held at the end of each day.

The program of events started on Friday afternoon with a unicycle display by one of the world champions specialty. After, the documentary 'The Paris Roubaix of Pedalea o Revienta', one starring a group of enthusiasts and adventure fixed gear bike follies projected, as do the Volta a Catalunya or flip Valencia-Barcelona. That night the Criterium Dabadaba appeared in the room where there was a contest Goldsprints (on rollers) and a bike was raffled.

Saturday was the turn of DSS2016 Biziz Biziz, multiple embassy Lighthouse Life European Cultural Capital, consisting of five convoys of vehicles powered by a bicycle tour Europe in as many thematic routes. Urban cycling and basic mechanics curses were also performed. A giant screen allowed to follow live one of the best stages of the Giro d'Italia.

Sunday was the turn for the little ones with a MOLTÓ motorcycle race and a subsequent hot chocolate!

Throughout the exhibition was launched a photo contest on social networks with the theme "lives Donostia bike" where the winner took a sports camera.

Cyclelogistics Ahead had also its space within the fair. An exclusive project stand gave information about it. The more than 4000 people that visited the fair had access to the information distributed by the City of Donostia / San Sebastián and the company Txita in format of brochures and cards.

A roll-up was available with project information and gameplay so people could interact, we arranged a cargo bike and several boxes out with a small blackboard that read, do you think you fit all the boxes to make the deal? Many attendees were tested and tried to put all the boxes inside but always had plenty of them ... it had trick, but changing all the boxes!

We also had a specific stand for the company FCC which has placed electric tricycles that are used for garbage collection in the city. One of the very successful measures we have implemented within the project.

