WHERE ARE WE?
WE ARE HERE
- 3 MAJOR SKI RESORTS
- HIKING AND THE OUTDOORS
- HISTORIC GOLD RUSH TOWNS
- MOUNTAINS
- FOOD AND WINE
- CYCLING
- COWS
Two women with a passion for sharing their cycling experiences and bringing cyclists together to ride.
A celebration of women's cycling
SHARE KNOWLEDGE. BUILD CONFIDENCE. PUSH BOUNDARIES AND HELP WOMEN DISCOVER NEW RIDE DESTINATIONS WITH NEW FRIENDS.
GATHERING
THE TRIBE
Building the Brand
SOCIAL MEDIA

High audience engagement

Compelling narrative

Brand ambassadors
MEDIA/COMMS

Story pitches

Media releases

Editorial/imagery
ALIGNMENT WITH MAJOR PLAYERS IN THE BICYCLE TOURISM INDUSTRY
150 women cyclists, are ready to push to the peak together, on the inaugural Buffalo Women’s Ride. 70km ride includes a 20km 6% AV climb to the summit of Mt Buffalo.
TOGETHER WE RIDE
It’s just one natural wonder after another in this unique landscape of imposing granite tors, towering cliffs, waterfalls, lush eucalyptus forests, snow gums, wildflowers and native ferns.
Experienced ride ambassadors provide lead-out support, riding tips and encouragement.
FUN
FITNESS
FRIENDSHIP
THIS SUPER FUN WEEKEND PEDALLING ADVENTURE, IS NOT JUST ABOUT CYCLING.
Plenty of foodie goodness plus post-ride pleasures of great coffee, wine, beer & hot yoga
No more ‘pink it and shrink it’
Women’s cycling fashion is a thing!
WE GOT TECHNICAL WITH BIKE MECHANICS WORKSHOPS
We couldn’t have done it without the Boys!
Our amazing volunteers dug deep and the girls felt supported, safe and some very happy to take a ride down!
POST EVENT SURVEY RESULTS
2 NIGHT IN THE REGION

2/3 ASSOCIATED BENEFITS OF THE TOURIST DOLLAR

144 PAID PARTICIPANTS

47 ACCOMPANYED BY FRIENDS AND FAMILY
Over 25% from interstate and a few from New Zealand
Next Gen, cheering their Aunty Anna, as she summited her first mountain!
WHERE TO FROM HERE?
THANK YOU