

#ICE RIDE

GREENPEACE

CREATING A LOOK AND FEEL

On October 4th, Ice Rides all around the world will raise the profile of the movement for Arctic protection. People of all walks of life will come together and join this creative public mobilisation with a united message. This brief intends to be an inspiration for the look and feel of your Ice Ride.

We will show images and videos of Ice Rides happening around the world on iceride.org, as they are shared on social networks through the hashtag **#IceRide** or sent directly to iceride@greenpeace.org.

THE BASICS

Music

It will always make an event more lively and dynamic. We encourage bringing at least one sound system with speakers loud enough to keep everyone's spirits high and a DJ to keep it rolling.

Sound

Think of bringing a megaphone, or a microphone and amplifier, to easily communicate with all attendees of the Ice Ride during the cycle tour. You can ring bells to create a soundscape that will be noticed as you cycle through your city, neighbourhood or town. You might want to turn up the volume if you pass by places like Arctic State embassies.

Visual

Imagine what a movement so powerful and loud that no decision maker can ignore will look like, a movement that takes the streets and inspires many more to join: that is Ice Ride! Think of Arctic imagery and be inspired to decorate your bike and yourself! Costumes? We say yes! Let the Arctic be your inspiration and the sky your limit!

SPECIAL FEATURES

There are lots of extra things that you can do to make your Ice Ride look, feel and sound great.

Here are some ideas:

- Soap bubble machines attached to bikes
- Carts and sidecars can look great, carry someone with a costume or even a DJ
- Flags and streamers
- Costumes! Maybe even running a costume competition
- National/Local culture inspired features

BE CREATIVE!

Let your creativity run free and have fun!

We look forward to seeing your photos and videos, everyone in the event can post on social networks with the hashtag **#IceRide** – this will help make a bigger noise online, so that no decision maker will be able to ignore the movement!

ICE RIDES FROM 2013

