**­Charity bosses switch gears to raise £100,000 for young people by peddling new campaign**

*The Mighty Creatives, in partnership with Switch Up, are excited to announce the launch of Boss Bike Rides – a new campaign inviting professionals to collectively cycle 1,000,000 km to raise £100K for children and young people living in poverty.*

**12th April 2021, Leicester, UK** – Two East Midlands based charities, The Mighty Creatives (TMC) and [Switch Up](https://www.marcellusbaz.co.uk/switch-up/), have come together to lead a year-long series of cycling events launched this April 2021. Both charities are inviting other organisations to work in tandem and cycle 1,000,000 km collectively to raise £100,000 through the Boss Bike Rides challenge.

Set up amid the Covid-19 pandemic by TMC’s CEO, Nick Owen, the aim of the campaign is to raise vital funds for some of the most disadvantaged young people in the region. Boss Bike Rides will also provide critical support for professionals to come together safely, following periods of uncertainty and loneliness for workers during recent lockdowns.

CEOs, founders, senior managers and employees of any business in the region are invited to meet, network, socialise and become a peer support network – all through the medium of shared bike rides around the East Midlands and beyond.

Participants are asked to organise or participate in a group bike ride, of two or people, anywhere in the UK or the World. Part of the campaign encourages participants to find ways to keep in touch during the bike rides, designed to boost mental wellbeing while raising vital money for vulnerable children and young people.

20% of funding raised will go towards supporting the work of TMC and Switch Up; the remaining 80% raised will be donated into a fund, the Youth Cultural Life Fund. Both young people and small local charities across the East Midlands (working with children and young people living in poverty and disadvantaged communities) can apply for funding through the Youth Cultural Life Fund.

**Nick Owen, CEO at The Mighty Creatives, comments:**

*“Ever since Marcellus Baz and I went to explore the countryside around Beeston, Attenborough Nature Reserve and Sawley Marina (only to promptly get lost in a field near Ratcliffe-on-Soar Power Station), we appreciated the value of cycling together to share stories and opinions, doubts and fears – and our hopes and dreams for young people across the East Midlands.*

*“Getting lost proved to be a powerful incentive for us to start the Boss Bike Ride campaign and encourage others to share their experiences, learn new skills and approaches and improve their mental and physical health. We welcome all to join us, irrespective of your cycling skill and sense of direction! We’ll be with you all the way!”*

**Marcellus Baz, CEO and Founder of Switch Up, comments:**

*“Cycling, and fitness in general, are a central part of positive wellbeing. We’re hoping that this initiative has a positive impact on the professionals that take part, as well as going a long way to providing funds during a particularly difficult time for the region’s disadvantaged young people.”*

Marcellus is the founder and CEO of Switch Up CIC and Nottingham School of Boxing. The two organisations utilise sport, mentoring, education and counselling to transform the lives of young people and transition them into employment, training, and further education.

The Mighty Creatives will lead the campaign, providing support to participants on creating fundraising pages, forming a team and tips for fundraising.

If you or your organisation would like to join the Boss Bike Rides movement, please visit our Boss Bike Rides web page for more information, to download a fundraising pack or register your interest: [www.themightycreatives.com/boss-bike-rides/](http://www.themightycreatives.com/boss-bike-rides/)

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**About The Mighty Creatives**

Established in 2009, [The Mighty Creatives](http://www.themightycreatives.com) is a charity which has transformed the lives of children and young people through arts, culture and creativity. Based at the heart of the cultural quarter in Leicester, our beneficiaries are children and young people from birth to 30 years old across the East Midlands.

We work in partnership with children and young people, key funders and sector partners to champion, develop, deliver and grow:

* services that can be scaled up, demonstrate reach and result in significant and measurable cultural and social impacts
* inspiring opportunities for children and young people to engage with arts and culture
* investment in children and young people’s own creative skills, knowledge and practice
* capacity in the cultural and education sectors to support the infrastructure of the region
* programmes of cultural and creative education regionally, nationally and internationally
* models of practice which ensure that the creative voices of children and young people are at the heart of all our programmes.

**About Switch Up**

* Switch Up exists to empower Nottingham's young people, children and young adults to break the cycle of offending and reoffending. Through engaging young people in positive activities, sports, mentoring and peer mentoring, the charity equips them with the skills, character and confidence they need to realise their full potential.

**For other press and media enquiries please contact** **Bethany@themightycreatives.com** **or call 0116 2616 834**