

## Business Card/ Postcard for your Local Group

CAN is offering to coordinate and pay for the design and printing of a promotional resource for your local group – in the form of either a business card or a folded postcard.

Purpose to:

- promote your group
- promote the link between your local group and CAN as a national network
- increase group membership
- be a physical resource
- direct people to the CAN website and your local group webpage

Format

- either a business card: 1 or 2 sided, 2 colour, 200/500/1000 per group or
- postcard: with fold, 2 colour, 200/500/2000 per group

Uses

- business card: to hand out to other cyclists when you're biking past, to hand out at events
- postcard: to put between the spokes of bikes at events, to hand out at events, to have available to be picked up at events, bike shops etc

## What your group needs to do now

We want this resource to be available for you to use during Bike Wise month in February so we'll need to get going on this now.

- Decide with your group which of these resources (business card or folded postcard) you would like and let us know (Anne, Fiona, Patrick)
- for the business card – send us your group logo if you have one and the details you would like on the card (see example below)
- for the folded postcard – send us your group logo if you have one, tell us whether you want to use the green slogan or the freedom slogan (see attached), give us a photo and some written content – this could include who you are, your aims, your projects, when your meetings are etc (see example below)

## What we'll do

We'll work with the designer to get a draft together, and then liaise with you to get a final version that your group is happy with. Then we'll get them printed and sent out to you.

See next pages (scroll down) for illustrations of suggested formats. And attached for slogan options.

Suggested Format for Folded Postcard

(Approx correct size to give you an idea of how much text you can fit in)

OUTSIDE TWO PANELS

**SQUEAKY WHEEL**

**South Canterbury**

[http://can.org.nz/  
southcanterbury](http://can.org.nz/southcanterbury)

(bike with world wheels – see attached)

**Think globally**

**Cycle locally**

[http://can.org.nz/  
southcanterbury](http://can.org.nz/southcanterbury)

## INSIDE TWO PANELS

### **Squeaky Wheel South Canterbury - working to make cycling irresistible!**

**Join us!** We're involved in exciting projects to  
improve conditions for cycling in our district.

- Contribute your ideas and energy!
- Stay informed!
- Visit our website, join up, help us make a difference.

#### **Come along!**

- We meet first Tuesday of every month, 5.30pm  
at Community House, Timaru – All Welcome.  
(local photo in background)

Squeaky Wheel South Canterbury is a member of the  
Cycling Advocates' Network – NZ's network of  
local cycle advocacy groups and a national voice  
for kiwi cyclists. Visit <http://.can.org.nz>

(map of NZ showing location of groups)

CAN Logo

Suggested Format for Business Card  
(Approx size)

FRONT

**Squeaky Wheel South Canterbury**  
Contact: Jon Harris (Group Spokesperson)  
Phone: 03 614 8777  
Email: [jon.jan@xnet.co.nz](mailto:jon.jan@xnet.co.nz)

<http://can.org.nz/southcanterbury>

**Join Us!** Give us a ring or visit our website to join up, find out more about us, and contribute your ideas and energy to help us make cycling in South Canterbury irresistible.

**Come Along!** We meet on the first Tuesday of every month, 5.30pm at Community House, Timaru – All Welcome.

<http://.can.org.nz/southcanterbury>

