

## Ride To Work Day 2021 Video

The video will cover the reasons for choosing a motorcycle to commute to work whilst covering the broad range of people and professions that make the choice to ride to work.

The overall theme for the 2021 is **FUN**.

The video will take the course of first explaining the responsible reasons such as reducing congestion and emissions, saving money, easy parking etc, but will then pose the question, “yes but why do you really ride to work?” to which the answer will be singular – FUN.

We are requesting each participant to submit two clips.

### **CLIP 1**

Please video yourself standing with/sitting on your motorcycle at your place of work and verbally answer these questions in one take:

What is your name? (you only need to give your first name – nicknames are fine)

Why do you ride to work?

Example 1: “Hi, I’m John, and I ride my motorcycle to work because it saves me time and money.”

Example 2: “Hello I’m Sue. I ride to work because I care about reducing air pollution.”

Please confirm your profession in writing as this will be added as a caption to the clip. No need to explain your profession or be overly detailed: E.g. doctor, rocket scientist, dustman, factory worker etc. Please feel free to have your employer’s logo visible in the background without being overly commercial about it.

No need for fancy equipment – mobile phone footage is fine. If you have access to a tripod or other mount or even an assistant that would be preferred, but arm’s length selfie style is OK. The video should be landscape rather than portrait format. If you are able to use a lapel microphone please do, but please do all you can to avoid wind noise on the microphone.

Please be brief in the answer, we don’t need a lengthy explanation, so just mention one or two reasons in a single sentence.

Please choose a sunny/bright day to film and look happy.

### **CLIP 2**

Change the camera angle/framing to a closer view of just you and answer the question

“Yes, but what’s the real reason?”

The answer should be some form of because it’s more fun, great fun etc. Please say this with a wink, cheeky grin, thumbs up etc. Be inventive and have fun!

There is no need for the question to be audible, but the idea is to answer as if reacting to an unexpected question.

**Submit your clips**

Submit the video clips via WeTransfer (<https://wetransfer.com/>) to [cbrown@mag-uk.org](mailto:cbrown@mag-uk.org). Don't forget to mention your profession so that it can be captioned on your video clip, but you do not need to add any captioning yourself.

**Questions**

Any questions contact Colin at email address above.

**THANK YOU FOR YOUR HELP!!**