



London
CANADA

Diversity, Race Relations and Inclusivity Award Nomination Form

NOMINEE INFORMATION

Name of organization: Pulse Spin Studio - Big Bike Giveaway Program	
Business Address: 80 Tecumseh Ave. East	
City: London, Ontario	Postal code: N6C 1R9
Name(s) of contact people (including position titles): Monica Hodgson - Public Relations and Communications Shayne Hodgson - Owner and Operator, Program Manager	
Business Telephone: 519-200-5496	Business Fax:
Business E-mail: PulseSpinStudio@mail.com	
Category: (check one) <input checked="" type="checkbox"/> * Small business/small labour (49 or fewer employees/members) <input type="checkbox"/> Corporations/large business/large labour (50 or more employees/members) <input type="checkbox"/> Institutions (public or private) <input type="checkbox"/> Social/community services (including Not-for-Profits), education and training <input type="checkbox"/> Youth/young adult groups or organizations	

INITIATIVE INFORMATION (attach additional sheets or supporting material as required)

Program initiative:
Date of implementation: October 2014 was the first annual Big Bike Giveaway
Key department(s) or committees involved: In addition to the owners, operators and personal (clients, family and friends) volunteers in this program, the following partners/ sponsors are responsible for the promotional support and information sharing pieces of the program: London Health Sciences Hospitals, Community Living London, The Brain Injury Association, several local bicycling groups Lululemon, Old South Business Association, Old South Community Organization, the City of London and waste management, TREA, Ken Jones Signs, First Cycleworks, MEC, SHIFT London's rapid transit initiative, Middlesex Health Unit, Ability First, Hutton House, Bike for Brains program, Share the Road program and the YMCA in Wortley Village alongside their charity Sweat for Strong Kids.
Key people involved: Please see our key department and committees involved as the key people involved in the program. In addition, this year's program will include Bluestone Properties in London as the primary donor of used bicycles (recycled) in order to run the program.
Description of initiative: The BBG promotes active and healthy lifestyles by giving away FREE BIKES to the London community with a special focus on assisting those first that are low-income or have various physical and mental challenges. The 2nd annual BBG happens this October. Last we gave away over 100 FREE bicycles to the community, including to some exceptional people from Community Living London and the South West Centre (SJHC). Those bicycles were donated by community members and repaired solely by the studio owner.
How has the initiative contributed to the promotion of diversity, anti-racism, inclusivity and human rights in London and promoting London as a welcoming city? This program encourages healthy lifestyle regardless of who they are, where they came from or what type of preconceived segment they belong to. Age, sex, race, culture, religion or ability is not an issue in this program as we strive to assist everyone. "Through our research, we found that people needed bikes to get to work and school for various reasons." says Shayne. One special story we remember from our 1st year is when...a client from one of the charity agencies in London was unable to ride a bike because of his physical hand and foot disabilities. Shayne rebuilt the hand-brake and pedals to extend so that the client could fit he bike, pedal and brake just a little different from the average person. "Anything is possible we just have to do things differently for some. Generally bikes are made for people who have the same body makeup. If your foot if your foot tends to slant one way further, or your hand doesn't grip the average way, we just have to make the bike work for you!" says Shayne. Part of what makes the city of london an inclusive and welcoming city is the fact that we have programs like this that shows how even regular people go above and beyond to help one another and make life easier and accessible so that we can all enjoy our city inside and out, together! A healthy community attracts positive and purposeful people who will contribute to our community and make make grand impacts on our home and how we live our lives.

What short or long-term impact has/will the initiative have on the promotion of diversity, anti-racism, inclusivity and human rights in London and promoting London as a welcoming city? Part of what makes the city of London an inclusive and welcoming city is the fact that we have programs like this that shows how even regular people go above and beyond to help one another and make life easier and accessible so that we can all enjoy our city inside and out, together! A healthy community attracts positive and purposeful people who will contribute to our community and makes grand impacts on our home and how we live our lives. This program continues to make partnerships within the city to help promote diversity, inclusiveness and health. Each partner takes on the responsibility to promote the program and their impact on it, along with sharing their knowledge and resources of their specialized area. An example of this is the Share the Road program that works with us. They promote the rules of the road for us and teach people about how they can make London a better place by being understanding the importance of inclusiveness.

What is the potential for expansion and/or inspiration for replication of the initiative?
 In its inaugural year, BBG held their community event in the village on the property of the event organizers, Pulse Spin Studio. It is anticipated that the event will grow by 150% in its second year, bringing more than 500 residents and visitors to the event. This forecast is based on the current awareness in London and its need in the community. We are planning to hold this year's event in a larger space on the green of the Normal School, soon to be the home of the new YMCA in Wortley Village. With the help from the community, recycled bike donations from Bluestone and monetary donations for new bikes from local businesses and organizations, we hope to help 150-300 people and encourage health and wellness through cycling and activity. We are also working with Old East Village to launch their 1st Big Bike Giveaway in the Spring. Our hope is to have this program run everywhere in the city.

How can receiving this Award be used to further promote diversity, anti-racism, inclusivity and human rights in London and to further promote London as a welcoming city? LDRRAC is London's finest example of the positive promotion of human rights. This award would be our first formal step in working with the group and being accepted and understood in the community as a supporter. It is extremely important to us to be accepted by the community as a recognized and valuable contributor. We spend more hours volunteering in our community than we do running our business and making money. Community involvement is our top priority and we continue to make changes to our programs and initiatives so that we can impact Londoners on the broadest scale. We have both experienced discrimination due to race, age and disability so we work each and every day to create inclusiveness in this great city of ours!

NOMINATOR INFORMATION

Name: Shayne Hodgson / Monica Hodgson	
Address: 80 Tecumseh Ave. East	
City: London	Postal code: N6C 1R9
Telephone: 519-200-546	Fax:
E-mail: PulseSpinStudio@mail.com	Signature: e-signature provided by Monica Hodgson via PDF 08/22/15 <i>Monica Hodgson</i>
Date: August 22, 2015	Note: By signing this form you are hereby confirming that the Nominee has consented to the nomination.

Submissions must be received by September 30 to:

London Diversity and Race Relations Advisory Committee
 c/o Committee Secretary, City Clerk's Office
 City of London
 300 Dufferin Avenue, PO Box 5035
 London, ON N6A 4L9

Phone: 519-661-2500 Ext. 5417
 Fax: 519-661-4892
 E-mail: jmartin@london.ca

NOTICE OF COLLECTION OF PERSONAL INFORMATION

Please be advised that all nominations submitted for the Diversity, Race Relations and Inclusivity Award become part of the public record. The nominations will be published on a public agenda and made available electronically through the City of London public internet website. The personal information collected on this form is collected under the authority of the Municipal Act 2001, as amended, and will be used to administer the Diversity, Race Relations and Inclusivity Award program. Questions about this collection should be addressed to the City Clerk at 300 Dufferin Avenue, London, Ontario N6A 4L9 Tel: 661-2500 Ext. 4937