

## The Essential Bicycle – Video Project

Bicycles and cycling are an essential part of many people's lives. People ride bicycles for many and multiple reasons. For example, some use cycling as a way of getting some exercise and being physically fit. Others use a bicycle as their usual form of transportation to go where they need to go because of environmental, economic, convenience, and other motives. Still others like to ride for leisure recreation that helps to take their minds off worrisome issues. Whatever your reason or reasons for riding a bicycle, we would like for you to share what makes cycling and bicycles an essential part of your life!

As part of our celebration of Cycling Week in Kingston 2020, you are invited to record a short (25-30 seconds) video of yourself saying why cycling and bicycles are essential to you; OR, more generally, why bicycles are an essential part of our society. This can be you with your bicycle (probably need a tripod for that) or just a "talking head" shot. We will share your video with Kingston and beyond by posting it on the Cycling Week in Kingston webpage. During this COVID-19 time, your "testimonial" will be a way to reach out to others from a distance.

Videos can be recorded using a smart phone, video capable digital camera, computer, or any other device that captures sound video. MOV or MPEG formats are preferred. No expectations for "studio quality," just give it your best shot! We can trim the ends if needed so the "start/stop reaches" are out.

### Things you need to know and do before you upload your video:

- **Important, please name your video file with your name and an affiliation or position using this format, firstname lastname affiliation /position.** For example: "Hal Cain Events Director Cycle Kingston.MOV". If you prefer to remain semi-anonymous, for what ever reason, you may use just your first name, initials, and/or no affiliation. However, videos without any identifying information may not be used. The file name information will be used to identify you on the video for posting by adding text for two to three seconds at the beginning of the video.
- **By submitting a video, you agree to Cycle Kingston posting your video on our public website for this project and use to promote Cycling Week.**
- Video files may take a few minutes to load, depending on the file size – likely at least 5 -10 minutes.
- Only one video submission per person, please. If you accidently submit the wrong video and want to replace it, please send an email immediately to [info@cyclekingston.ca](mailto:info@cyclekingston.ca) with that message and re-submit. Only the last video will be used.
- Video will be accepted until 11:59 p.m., Saturday, May 6, 2020.
- Send any questions you may have about this video project to [info@cyclekingston.ca](mailto:info@cyclekingston.ca).

### PERMISSION AND LIMITATIONS

You must be at least 18 years old to submit a video. All videos are reviewed by Cycle Kingston and inappropriate videos will not be used. Videos may be edited by Cycle Kingston for various reasons including, but not limited to, technical quality, time constraints, and removal of non relevant footage (trimming the ends). Your name and occupation will be displayed with your video, unless you choose not to have such information posted. However, please understand that your image will be visible. Videos remain your, the videographer, property and will not be redistributed beyond Cycle Kingston's intended use without your permission. All information provide associated with this project will remain confidential excepted name and occupation, if given. Email addresses will not be used other than for communication regarding this project.

So, when you get ready to submit your video, [click here to upload](#) and follow the easy instructions.

Thanks for adding your voice to The Essential Bicycle project! 😊