



Momentum for Change: Women For Results Category

"Yalla Let's Bike" (Come on Let's Bike) Initiative

Syria

In 2013, Sarah Zein began cycling to avoid the traffic congestion in Damascus, Syria. What should have been a normal bike ride to and from work was interrupted by verbal sexual harassment from bystanders. This motivated her to co-found "Yalla Let's Bike" (Come on Let's Bike), an initiative that aims to defy traditional gender roles, combat overcrowded streets, and promote cycling as a healthy and eco-friendly mode of transportation.

Key facts

- Over 4,000 girls and women have participated in "Yalla Let's Bike" cycling events;
- According to bike shop owners in Damascus, women and girls have made up 40% of buyers in the last two years;
- Bicycle sales have risen by 60% overall in the last few years in Damascus.

More information

Digital assets are available for download at: <http://bit.ly/mfc2018>

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