



CYCLING CANADA/ZWIFT WEEKLY TUNE-UP EVENTS

Ride Leader Resource Guide

Every Monday and Tuesday at 8:05pm EST, Cycling Canada will host weekly group rides on the Zwift virtual cycling platform with rotating courses week-to-week. These rides will be referred to as the “Cycling Canada Weekly Tune-up Rides”. Mondays will be co-ed, while Tuesdays will be Women’s only.

The goal of the Weekly Tune-up will be to present a medium-paced social ride promoting a fun, interactive community atmosphere with regular efforts to build fitness. Rides may incorporate intermittent interval work above and below the advertised power range (1.5-2.0w/kg), but they should also include dedicated time for recovery/regroup following each effort.

The weekly tune-up series will also serve as a social pre-ride for Cycling Canada's Wednesday Night Race Series, offered on the same course as each week's ride.

In order to make this a true Canadian cycling community initiative, it is our pleasure to enlist the expertise of experienced ride leaders endorsed by our Provincial Cycling Federation partners. The purpose of this document is to provide an informational tool for existing and prospective ride leaders.

For each ride led or swept, ride leaders will be entered into a draw for prizes. There will be two draws taking place that coincide with the end of each application period. Draw prizes will include amazing items provided by Cycling Canada's official partners!

Cycling Canada Weekly Tune-up Ride info:

- Days: Monday (co-ed), and Tuesday (Women's only) beginning November 7th, 2022
Note: Tuesday ride leaders may only be women!
- Time: 8:05pm EST/5:05pm PST
- Duration: 45mins
- Power Range: 1.5-2.0w/kg ('keep everyone together' & 'fence' functions *not enabled*)
- Cycling Canada Event webpage:
<https://www.cyclingcanada.ca/event/cycling-canada-weekly-zwift-rides-races/>
- Zwift Event listing (including all Cycling Canada weekly activities):
<https://zwift.com/events/tag/zwiftcanada>
- Complete calendar of Cycling Canada weekly Zwift events:
<https://www.cyclismecanada.ca/wp-content/uploads/2022/11/CC-Esports-Events-Zwift-Calendar-Layout-2022-23.pdf>

Who is the ideal ride leader?

The ideal ride leader is a member in good standing of their associated [Provincial Cycling Federation](#) who has a deep knowledge and understanding of the Zwift platform – particularly in leading or participating in group rides. Although there is no minimum standard for how many years-experience as a Zwift user, we ask that you have had prior experience in leading group rides on the Zwift platform and/or in real life.

What's required of ride leaders?

As a ride leader, we ask that you follow the below basic principles outlined in the Zwift ride description:

1. This is a social ride first. Our aim is to create a fun, interactive community atmosphere with these rides. Although we expect some level of interval work, always ensure to regroup and try your best not to drop riders from the group

2. Interact. Ride Leaders will be expected to utilize the Zwift Companion App chat feature as well as the Discord Voice Channel to communicate with all those participating. Within this communication should be clear instructions on upcoming efforts/interval work, and could include friendly discussion as well as
3. Respect the advertised power range. This ride has been publicized as maintaining an average power output of 1.5-2.0w/kg, although we suggest keeping to the lower end of that range. We expect that some interval work may push beyond this power range, but always be sure to include rest periods after strong efforts, and do not extend beyond the stated power range between efforts

Instructions for Ride Leaders

As soon as Cycling Canada has confirmed your participation as a ride leader, we will contact you directly to confirm the date of the ride(s) that you have been chosen to lead. Following that communication, Cycling Canada will submit your Zwift username and email to Zwift for them to designate you as a Ride Leader or Ride Sweeper on the event. From there, the process is simple:

Pre-event

1. Be sure to sign-up for the event that you will be leading. This can be done on the Zwift Companion App or on the [Zwift Event Calendar](#) Webpage. All Cycling Canada events are readily accessible on Zwift and can be signed up for anytime
2. Download the Discord App and access the [Cycling Canada Discord Channel](#). Within the Channel, you will have access to “general-chat” text channel and the “Zwift Voice Channel”. Both channels may be used to communicate during your Zwift ride, but we encourage that all communication is done via the voice channel vs. the text channel
3. Log in to Zwift and be ready to ride no less than 15 minutes prior to the scheduled start of the ride (i.e. no later than 7:50pm EST/4:50pm PST)

During Event

1. As you await the start of the ride, we encourage you to type a welcome message into the Zwift Companion app chat setting to allow for any pre-ride questions and

conversations. Introduce yourself including your background in cycling/Zwift, any current roles in cycling, your fellow ride sweeper, guest riders, etc.

2. As you await the start of the ride, connect to the “Zwift Voice Channel” on the Cycling Canada Discord Channel. To ensure clear communication, we recommend that you utilize the cellphone discord app with connected headphones. Also be sure to invite participants to join the voice discussion on Discord.
3. As the ride begins, be sure to include regular discussion to maintain the social aspect of the ride. Things to discuss:
 - General/welcome chat
 - Plan for the evening’s ride
 - Pre-warning for upcoming interval work
 - Description of interval work to-come
 - Post-interval instructions/cooldown/words of encouragement
4. At the end of the ride, thank everyone for coming out and encourage them to join the Wednesday race (occurring on the same course) and come out again for next week’s ride!

Promote your involvement!

The primary goal of the Cycling Canada Weekly Tune-up Rides is to build and maintain a connected community of Zwifters under the Cycling Canada banner. As such, we recognize the importance of communicating these rides to our own following as well as the following of our ride leaders.

Cycling Canada will utilize social media as the primary means of promoting our weekly Zwift activities, and we encourage our ride leaders to do the same. Here are some helpful tips for promoting the rides:

- **Creating Posts:** Whether on Instagram, Facebook, Twitter – create posts about the ride, time, details, etc. by tagging Cycling Canada, Zwift and by utilizing #zwiftcanada. See below the list of Cycling Canada social media accounts.
 - **Stories:** Best results are seen when posting a few “stories” the day before the rides with basic information:

- Ride name (Cycling Canada Weekly Tune-up Ride, or Cycling Canada Weekly Tune-up Ride Women's Edition)
- Time & Link to join
- **Videos:** Optional – if you wish to do a video inviting people to come out, you are more than welcome to do so! It must be max. 20 seconds long and shot vertically if posting on stories.
- **Photos:** Ideally, you would be using club or PSO photos to promote the ride. However, you are welcome to use some of our [Zwift photo bank](#).
 - 4x5 for Facebook or Instagram
 - 9x16 for Instagram Stories
 - 16x9 for Twitter
- Re-post Cycling Canada social media posts regarding your ride or others
- **REMINDER:** your posts/stories can only be reposted by Cycling Canada if they are coming from public accounts and the right account is tagged

Social Accounts/Information:

- Cycling Canada Instagram: <https://www.instagram.com/cyclingcanadaofficial>
- Cycling Canada Facebook: <https://www.facebook.com/CyclingCanada>
- Cycling Canada Twitter: <https://twitter.com/CyclingCanada>
- Official Hashtag (for all above channels): **#zwiftcanada**
- Zwift Instagram: <https://www.instagram.com/gozwift/>
- Cycling Canada Discord Channel: <https://discord.gg/NTKq4bz>

The Application Process

Cycling Canada will be circulating ride leader application forms via our Provincial Federation partners at regular intervals throughout the year, in Cycling Canada's monthly newsletters, and through previous ride leaders. Each application will cover a group ride period of no more than three months, giving ride leaders plenty of dates/courses to choose from. See below the existing timeline for ride leader application form circulation:

Application Circulation Date	Encompassing Zwift Rides from:	Application Deadline
October 21, 2022	November 28 – January 23	November 8
January 4, 2022	January 30 – April 4	January 18

For any questions about the ride leader application process, please do not hesitate to contact Chris Tabri at chris.tabri@cyclingcanda.ca.

Interval Template

As a means of offering some challenge and ability for participants to consistently build fitness, the weekly tune-up rides could include some level of interval work for participants. The 2020/21 participant survey indicated that a mix of social ride with short intervals/efforts was the preferred format and ideal ride to join.

Although we will rely heavily on our community of ride leaders to determine the exact outline of the intervals included on their rides, our expectation is that the interval work fit within the below framework:

- Interval work/efforts should ideally consist of no more than 1/3rd of the ride duration (i.e. no more than 15 minutes). Interval work/efforts can be less than 1/3rd of overall ride length at the ride leader’s discretion
- Interval efforts may extend above the average power range of 1.5-2.0w/kg, but should return to the average pace (if not lower) during recovery and normal riding
- Ride leaders should be conscious if riders are being dropped on intervals. If too many riders are dropped, the interval work may be too difficult. Adjust your efforts accordingly and take the time to regroup if riders have been dropped.
- Understand your ride’s map and match efforts to make sense with the route. If you have a workout in mind that works well on a particular map, we are open to changing the course for you. All maps and routes can be found here: <https://zwiftinsider.com/category/reference/courses/>

Conclusion

THANK YOU for your interest in being a ride leader for Cycling Canada's Zwift Weekly Tune-up rides! As always, we welcome your feedback and appreciate your availability to help deliver this fun, social virtual cycling initiative to the masses. If you have any questions about Cycling Canada's virtual cycling programming, please contact Cycling for All Manager Geordie Moss at geordie.moss@cyclingcanda.ca.