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City marketing

A little piece of Bocholt on your bike handlebars

Bocholt. With the "DING DONG" bicycle bell, cycling enthusiasts can now show their support for Bocholt, the cycling town, whilst making a statement in favour of cycling. The eye-catching bell, featuring the Bocholt beech tree, is available in four different colours and is now on sale exclusively at the Tourist Information Centre.

Ring-a-ling? Not a chance! In Bocholt, it's now: "DING DONG"! The cycling town has a new fan product: a large bicycle bell featuring the Bocholt beech tree and the town's name. Anyone with one on their handlebars immediately shows: "I love cycling. And I'm proud of Bocholt."

> **That fits in perfectly with Bocholt's cycling culture**
>
> Karsten Tersteegen, Business Development

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""It fits perfectly with the town's cycling culture,"" says Karsten Tersteegen from the town's economic development agency, who is responsible for the "town brand". After all, cycling is as much a part of Bocholt as the beech tree is to the town's logo. "Many people here are out and about on two wheels every day - to

work, to school, in their free time." On top of that, every year thousands of cycle tourists use Bocholt as a "hub" for trips to the Netherlands, the Münsterland region and the Lower Rhine.

Now, locals and visitors alike can wear their love of cycling on their handlebars and make a statement in support of climate-friendly mobility and an active lifestyle. Important to note: the bell is designed for the left-hand side of the handlebars.

The stylish "DING DONG" bell has a loud, two-note chime, measures eight centimetres in diameter and is available in white, black, orange and green.

Anyone wishing to add a touch of Bocholt to their bike can now buy the "DING DONG" bell from the Tourist Information Centre for 16.50 euros.