



To celebrate the re-launch of ACCUCOMS – and to keep our bodies as fresh as our minds – we are hopping on our bikes for the first ACCUCycle event.

March 24, 2015 Leiden, The Netherlands - Cyclists from the Publishing Industry and Affiliates are Challenged to Join ACCUCOMS' Charity Cycling Campaign to Start March 30, 2015 at UKSG in Glasgow, UK.

ACCUCOMS announces **ACCUCycle**, a six months cycling campaign that will start in March at UKSG and end in October at Frankfurt Book Fair. From UKSG to Frankfurt Book Fair we will be peddling up hills, down valley's, through rain forests, over deserts – and perhaps the odd cycle to work and home again!

The goal of this campaign is to celebrate the re-launch of ACCUCOMS and raise awareness and funds to fight illiteracy by collecting donations for **Room to Read** – a global organization dedicated to promoting and enabling education through programs focused on literacy and gender equality in education.

ACCUCycle will kick off with a warm-up ride at UKSG where we invite participants to pedal on our specially designed **VAN MOOF** bicycle. During the following six months we encourage all fellow publishers, librarians, researchers and other affiliates to hop on their personal bicycles (outdoors or in the gym) and cycle towards the **40,000 km** target – the cumulative distance of all ACCUCOMS locations worldwide.

Whether you are a veteran cyclist or a 'once-in-a-lifetime' participant you are welcome to join our challenge. Cycling is not your thing? You

can participate by acting as motivator and driving our campaign further as well as fundraising for Room to Read.

Pinar Erzin, Founder of ACCUCOMS, said the following about **ACCUCycle**: "2015 is a special year for us. We are motivated, determined, ambitious yet very humble, grateful and emotional. Last year we have learnt what it means to lose what was a solid job, company and future. This year we are born anew! We don't just want to be successful we also want to celebrate and cherish what we have together with our staff and customers. **ACCUCycle** is a very exciting campaign to support education globally. Come join me and my team, and hop on your bikes. With each mile, we will leave all negativity behind and open up for a new life, new cycle."

Find out how to participate and register via www.accucoms.com/accucycle and keep updated with the developments of this campaign throughout all ACCUCOMS' social media networks.

About ACCUCOMS

ACCUCOMS is an independent provider of services to academic and professional publishers around the world. Established in 2004, ACCUCOMS now operates from the Netherlands, Turkey, Latin America, the USA, MENA, India, Taiwan and South Korea. ACCUCOMS' multilingual teams offer efficient and intelligent representation, telesales and business intelligence services as well as user interaction programs to clients that range from large publishing houses to specialist society publishers. www.accucoms.com

About Room to Read

Room to Read is a global organization seeking to transform the lives of millions of children in Asia and Africa by focusing on literacy and gender equality in education. Founded on the belief that World Change Starts with Educated Children, Room to Read works in collaboration with local communities, partner organizations and governments to develop literacy skills and a habit of reading among primary school children and to ensure girls have the skills and support needed to complete their secondary education. Since 2000, Room to Read has impacted the lives of nearly nine million children and aims to reach 10 million children by 2015. Learn more at www.roomtoread.org.

Sponsor: [VAN MOOF](http://www.vanmoof.nl)

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