



## Internet Poster Blitz Protest

### #TfLKillingTruth Internet Subvertising Poster Blitz Protest

Start Time: **Wednesday 8th January 2014, 8pm**

After the recent spate of cycling tragedies, Transport for London and the Metropolitan Police Leadership instead of tackling the causes of the deaths and their killers, instead went on a destructive rampage of attacking cyclists and the Stop Killing Cyclists protests.

They shamefully blamed the cyclists for their own deaths and outrageously blamed our protests for discouraging people from cycling.

The police fined cyclists at a proportionate rate of 3,500% higher than drivers and not a single extra penny has been added to the cycling safety budget or a single extra junction proposed to be made safer since the killings, by Transport for London or the 32 Boroughs.

TfL also produced a series of posters aimed at victims rather than the killers.

In response **Stop Killing Cyclists**, organisers of the recently successful Mass Die-Ins at Transport for London HQ and Vauxhall Cross are launching an Internet Poster Blitz attacking the victimisation of cyclists.

## Subvertising Campaign

Members of the Stop Killing Cyclists group on Facebook have created an array of provocative posters, which will be launched on Wednesday evening at 8pm. You can find them on our website here:

<http://stopkillingcyclists.org/2014/01/06/subvertisements-an-internet-based-poster-blitz/>

Stop Killing Cyclists members from the 8pm launch time this evening will then start emailing, twittering, Facebook sharing, Blog posting , web-sites etc the posters across the internet.

A number of these posters are subvertisements of the victim posters issued by TfL and are intended to criticise and transform the message into one of protest!

Our 15 demands include:

- £600 million spent per annum on cycle safety by TfL;
- 10% of the Boroughs transport budgets to be spent on cycling infrastructure;
- 2 TfL Board members representing cycling; and,
- A fully integrated segregated cycle network within 5 years.

Being able to cycle around London without fear of death is a human right for all age groups.

The Blitz Internet Protest is using the hashtags:

**#TfLKillingTruth** and **#StopKillingCyclists**

Many thanks  
Donnachadh McCarthy  
Steve Routley  
Co-founders Stop Killing Cyclists