

# PROJECT DUDEMAN

## Code of Ethics

### **Fun, Fellowship, Freedom, Friendship, Fitness – The 5 F's 🖐️**

Stay engaged in the ride, in the group, in the **F U N**—because when we disengage, all that's left is **F U**. This is our wave 🖐️ not 🙌

### **No Dude Left Behind – Your Pace is Our Pace**

Everyone is welcome – all shapes, sizes, and experience levels. We ride together. No dude left behind and no one is forced to keep up. This is a safe group ride where building endurance, connection, and consistency take priority over competition. If you want to race, this isn't the place.

### **Strength in Numbers – Solidarity Over Solo Suffering**

Asking someone to slow down isn't weakness—it's self-awareness in motion. Adjusting pace adds fuel to the group's endurance and strengthens our unity.

*"If you want to go fast, go alone. If you want to go far, go together."* — **African Proverb**

Here we build up, not burn out. Show up, sit in, pull through: whatever your mind and body needs that day—but never half-wheel the dude next to you!

### **Ride to Connect, Not to Escape**

Cycling is your tool for physical health and emotional flexibility. We move through space under our own volition, embracing:

**YOUR** journey with curiosity  
**YOUR** vulnerability with deep breath  
**YOUR** connection with potential

### **Engage with the Ride, Each Other, and Nature - Leave the Headphones at 🎧 Home**

We ride to connect and engage—with ourselves, each other, and the world around us. Riding in nature isn't just good for the body; it's a reset for the mind. The sights, sounds, and rhythm of the ride create a mental recharge that eases stress, restores focus, and brings emotional balance.

Let the ride be your music as you make new connections and stay present in the moment—no headphones needed.

## **Emotional Support - Not Overload**

We encourage open conversations but respect each other's mental space. Share without judgment, manipulation, or ulterior motives—we're here to support, not exorcise demons.

## **Respect the Pace – Ride With Purpose, Not Ego**

Want to race? This ain't the place! This is not a proving ground. Ever slow down to sharpen your axe and realize how much more effective your next swing is? We're here to help you cut through what's holding you back: your ego!

## **Be a Turbo Dudeman**



**Quick to wave**



**Offer help**



**Check in on others**



**Be a trusted wheel**

## **If You Ride, You Abide...The Dude Abides!**

You own these principles by showing up—not just for yourself, but for your fellow Dudes. Each of us is responsible for regulating our nervous systems, being our best selves, and contributing to Project Dudeman's unity.

Our calm energy fuels the collective rhythm, creating a space where growth, gratitude and mindfulness ripple outward, strengthening everyone. If you're searching for that safe space to reset and get into a better headspace, jump on—we'll always have a spot for you.

The ethical code we all agree upon goes so much deeper than the confines of our rides. It flows into every aspect of life, so Project DudeMan helps us redefine how we view ourselves as men and act in our day-to-day lives.

Yes, it can be as easy as just riding your bike. But, our bodies aren't rented mules, nor are our fellow Dudes. Our collective mental well-being can be elevated through consistent mental fitness that doesn't ask us to prove anything—and lets go of those heavy thoughts we've been dragging behind us for far too long.