



THE UK'S NATIONAL CYCLISTS' ORGANISATION

"Keeping you safe since 1878"



Tuesday 24th January 2012

CTC Cycle Champions Swindon 'BOGOF' Sportive and Family Cycle Ride, Sunday 19th February 2012

Guildford – Tuesday 24th January 2012 – CTC, the UK's national cyclists' organisation, are pleased to announce a new sportive and family cycle ride in Swindon on Sunday 19th February 2012

Swindon CTC Cycle Champions programme is organising a sportive and family cycle ride from Lydiard Park in the west of the town on Sunday 19th February 2012. All entrants get a free entry for a friend to the event, i.e. buy one get one free (BOGOF), so when you pre-register just include the name of the person you would like to bring along on the day and they will ride for free. Best of all, thanks to BIG Lottery Funding the entry fee is only £15.00 if you pre-enter!

There will be two distances available on the road, 55km and 75km. The 55km distance has been designed as a good introduction to organised events, and the 75km distance is designed to be either a personal challenge or an early warm-up to the coming sportive season. Families are also catered for with a free 14km sign-posted ride round the outskirts of West Swindon using traffic free cycle paths. Pre-registration is required for this otherwise on-the-day entries will be liable to a £10 surcharge.

Starting from Lydiard Park on the west of the town, both road routes head west to Purton where they split into different anti-clockwise routes shortly after. The shorter route goes to Brinkworth and heads south to Clyffe Pypard before swinging north to avoid the Ridgeway and back to Swindon. The longer route goes towards Malmesbury and then heads south to Clyffe Pypard where it then crosses the Ridgeway with a real brute of a 16% climb before taking in a breath-taking view and a slightly longer route back to the finish.

Each course has been designed to offer terrain according to the level of participant so no big climbs or steep descents on the shorter route while the climb over the Ridgeway on the longer one will test any rider. Both routes will be fully signposted, have a well stocked feed and drink station, mechanical back up en route as well as the start finish area, and support vehicles on the course.

Distances are:



LOTTERY FUNDED





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75km – Experienced riders

55km – Novice riders and those who wish to increase their distance

14km - Family route

Local CTC Cycle Champions Cycling Development Officer Anna Cipullo is looking forward to the event:

"We're really excited about having these rides in Swindon and the offer of having a friend ride for free on the day is a massive plus. It's great to know that the shorter of the two road routes is attracting cyclists new to organised events who are looking to increase the amount of cycling without doing massive distances. The family route round the town on traffic free paths is a well established ride that we have used many times on our summer evening rides and will continue to use after the event so come along and try it out!"

The aim of the CTC Cycle Champions programme is to encourage traditionally hard reaching groups to start cycling or help them cycle more often. Swindon is one of 13 areas in England with a dedicated cycling development officer who is organising various schemes to engage with members of the community who wouldn't normally have the opportunity or means to cycle. For more information on the work of the CTC Cycle Champions programme please visit www.ctc.org.uk/cyclechampions.

For more details and to enter the CTC Cycle Champions Swindon Sportive and Challenge Ride please visit www.ctcchallengerides.co.uk

ENDS

For more information please visit www.ctcchallengerides.co.uk or contact Anna Cipullo on 07717 696672 or anna.cipullo@ctc.org.uk

Notes to editors

- CTC, the UK's largest cycling charity, inspires and helps people to cycle and keep cycling, whatever kind of cycling they do or would like to do. Over a century's experience tells us that





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cycling is more than useful transport; it makes you feel good, gives you a sense of freedom and creates a better environment for everyone.

- We provide expert, practical help and advice.
 - We support individuals and communities.
 - We protect cyclists' interests.
 - We campaign to make cycling mainstream and to remove the things that stop people cycling.
 - We help people develop the confidence and skills to cycle.
 - We promote the benefits of cycling to individuals, to society and to the economy.
- CTC's Cycle Champions programme will improve the health, transport and environment prospects for individuals and communities across England who have historically not benefited from cycling. In partnership with local organisations, our officers will work with volunteers to bring CTC's knowledge and expertise to inspire, train and support 34,000 new cyclists who are currently inactive or at risk of inactivity.
 - CTC's Cycle Champions programme is part of a portfolio of projects being delivered by Travel Actively, a consortium of leading walking, cycling and health organisations committed to providing opportunities for 1.8 million people to become physically active through active travel by 2012.
 - Funded through the Big Lottery Fund's Wellbeing fund, the consortium partners are British Cycling, CTC, Campaign for Better Transport, Cycling England, Living Streets, London Cycling Campaign, the National Heart Forum, the National Obesity Forum, the Ramblers, Sustrans and Walk England.
 - The Big Lottery Fund, the largest of the National Lottery good cause distributors, has been rolling out grants to health, education, environment and charitable causes across the UK since its inception in June 2004.

