

MEDIA RELEASE

NEWS FROM THE UNIVERSITY OF TASMANIA

DATE: MONDAY 4 FEBRUARY 2013

ATTENTION: Chiefs of Staff, News Directors



Riders ready to rumble round the Tiers

The 8th annual Western Tiers Cycle Challenge will be held on Sunday the 24th of March 2013.

The event is a social but challenging ride through the northern countryside of Tasmania to raise money for the New Horizons Club Inc and Youngtown Rotary Club projects - Disaster Aid Australia Survival Box and the Asthma Foundation.

The Western Tiers Cycle Challenge is a proudly endorsed event of Active Launceston.

Ride committee member, John O' May, said riders would weave their way through the "breath-taking scenery" of the Meander Valley Municipality.

"With the variety in rides there is certainly something for everyone, no matter what their ability or fitness level," John said.

Belinda Kitto, Manager of the major beneficiary, New Horizons Club said "the cycle challenge is extremely important to New Horizons Club."

"The ride enables the Club to continue to provide much needed sport and recreational activities for people with disabilities in our community.

"The members of the Club also love attending and participating, or being at the start and finish line to cheer on participants."

Included this year is one new ride category with a 120km Choices Flooring ride. This is added to the already extensive list of: 170km Capital Chemist Ride, 100km RSAC Ride (Road Safety Advisory Council), 76 km INTAS Ride, 52 km Skoda Ride and the 24km BOQ Ride, catering for all levels of skill and fitness. Also new this year is the corporate challenge, with the winning team receiving \$1000 to donate to the charity of their choice.

Active Launceston coordinator Victoria Bick said "this is a wonderful event for the greater Launceston community; helping to promote physical activity whilst raising money for worthwhile charities- I encourage everyone to take part."

Active Launceston is a community driven project aimed to improve the health and wellbeing of the Launceston community through increased participation in physical activity.

Media opportunity:

WHO: Barry Hoban (A former English professional cyclist and eight stage winner of the Tour de France); Craig Perkins (Meander Valley Mayor); and Ride committee: John O'May, Robyn Hanson (Chairperson), Belinda Kitto, John Heazlewood and Paul Hogan will be in attendance with past and present cyclists.

WHAT: Western Tiers Cycle Challenge

WHEN: TOMORROW 11am, Tuesday 5 February 2013.

WHERE: Prospect Park, Launceston.

Information Released by:

The UTAS Communications and Media Office

Phone: (03) 6226 2691 or 0447 537 375

Email: Media.Office@utas.edu.au