

MEDIA RELEASE

NEWS FROM THE UNIVERSITY OF TASMANIA

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ATTENTION: Chiefs of Staff, News Directors



Get on your bike!

The Inaugural *Tamar Valley Challenge Ride* will be held on 21 December as a prelude to the *Launceston Cycling Classic* and is expected to attract around 200 riders of all abilities.

The event, presented by Finance Brokers of Tasmania and organised by the Launceston City Cycling Club in conjunction with the Launceston Cycling Classic Committee, will be held in and around the West Tamar Valley to cater anyone from gentle social riders to aspiring Tour de France cyclists.

Tasmanian Institute of Sport head coach, Matthew Gilmore, says the aim is to promote awareness of the sport of cycling, encouraging healthy lifestyles and road-cycling-safety, and funds raised will be used to continue the sport's development in Northern Tasmania.

“The ride is a great initiative to get more people involved with the sport and the funds raised will go towards improving our standard of competition at Olympic level,” he said.

The full 120km course will start and finish at Windsor Park, Riverside and travel North along Rosevears Dr. to Exeter, Gravelly Beach, along Foreshore road, under the Batman Bridge to Kayena, and then onwards to Beaconsfield, Beauty Point and returning along the West Tamar Highway . There will also be shorter 40 and 80 km courses for the less adventurous.

A celebration of the day's events will be held at the conclusion of the ride in the Launceston Football clubrooms at Windsor Park, with refreshments from the West Tamar region.

Entry is \$25 per person and registration is online: www.cycling.tas.org.au

The ride is endorsed by Active Launceston. “The Tamar Valley Challenge provides a great opportunity for community members to give road cycling a go in a safe and fun environment,” says project coordinator Lucy Marshall.

For more information on the Active Launceston project visit www.activelaunceston.com.au

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