

## Local Wise guy takes up Olympian Cycle Challenge

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Finchley cyclist, Justin Wise, will be taking up a challenge set by Olympic cyclist, Bradley Wiggins and Boris Johnson, the Mayor of London, to cycle 60 miles from London to Hove this year in the 14th Capital to Coast Cycle Challenge. It's the sponsored charity fun ride of the summer, which takes place on Sunday 28 June.

Justin, who works as a consultant, providing leadership development, consulting, and executive coaching to companies and individuals, will be riding with his good friend, Mark Leibling. Justin said, "I absolutely love cycling, and first signed up for Capital to Coast two years ago as a way of turning a passion into a contribution. It was also a fabulous way of getting fit, taking part in something meaningful with friends - and it turned out to be the springboard which got me fit enough to become a serious runner too."

The ride will benefit charities including Norwood, one of the UK's leading charities supporting children, families and adults, coping with learning disabilities and social disadvantage, The Down's Syndrome Association, The Cystic Fibrosis Trust, and Southern FM's Help a Local Child, and a number of other associate charities.

Justin, who has a connection with Norwood, said, "I want to raise money for my sister-in-law, who lives at Ravenswood, Norwood's residential community for adults with learning disabilities in Berkshire. This personal connection motivates me as I know that the support she receives from the staff is fantastic and she has a great quality of life there."

Justin and Mark will cycle an Olympic 60 mile scenic route from Esher College in Surrey to the sparkling Hove seafront. The road will be lined with experienced stewards, free refreshments and mechanical support all along the way. He hopes to raise £1500 for the charities.

Olympic cycling gold medallists Bradley Wiggins and Rebecca Romero have joined forces to champion the Capital to Coast Cycle Challenge.

Triple Olympic gold medallist, Bradley said, "Cycling's my passion and I'm delighted to support this great event, which is open to people of all abilities and raises funds for such worthy causes. I wish each and every one of you the best of luck."

And you don't have to be an Olympian; TV personality Fern Britton and Mayor of London, Boris Johnson, are also urging cyclists to join the 2000 riders to enjoy the beautifully scenic cycle ride along open country roads to Hove, and raise money for charity.

Boris Johnson, Mayor of London, said: "The Capital to Coast Cycle Challenge for Charity is a fantastic event. Why not join in the fun this year, get fit and enjoy a wonderful day's cycling while raising vital funds for charities in London and nationwide."

This year, there will be a new Hove to Hove route, which will also take place over 60 miles. Registration costs £20 for the 60-mile rides or £15 for the 30-mile ride, and participants should aim to raise a minimum of £200 sponsorship for these charitable causes. To find out more, call the Capital to Coast team on 020 8420 6944 or visit to [www.capitalto coast.org.uk](http://www.capitalto coast.org.uk) to register online.

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