

Olympians and Mayor say 'get on your bike' for the Capital to Coast Cycle Challenge

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Norwood is launching its 14th Capital to Coast Cycle Challenge, the fun ride of the summer which takes place on Sunday 28 June.



You could cycle an Olympic 60 mile route from Esher College in Surrey, or pedal along a gentler 30 mile alternative route, beginning at Haywards Heath. The beautifully scenic route to the sparkling Hove seafront will be lined with experienced stewards, free refreshments and mechanical support all along the way.



This year, 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."



Getting fit and raising money for a good cause will guarantee a great day out for all the family. Benefitting charities include 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, details of which can be found on www.capitalto Coast.org.uk.

"It is a great family day out and is open to all ages," said Ian Tate, Norwood's Head of Challenges. "Capital to Coast is a beautiful ride and I would recommend it to anyone. We hope to have 2000 riders take part this year, so there will still be plenty of space on the road for everyone!"

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 to register online.

For further information, photos and interviews, please contact Naomi Creeger, Public Relations Manager at Norwood, on 020 8420 6942 or email naomi.creeger@norwood.org.uk or pressoffice@norwood.org.uk