

APPENDIX 2

Press Release

For Immediate Release

New Closed Road Etape Cymru Route Announced

Participate Sport, organisers of the revamped Etape Cymru, have today released details of the planned route for the 2012 edition of the event, taking place on Sunday 9th September.

The Etape Cymru, which has received some major modifications from the 2011 edition, will start from Bangor-on-Dee racecourse, situated a few miles southeast of Wrexham. Set amongst beautiful countryside winding through Wrexham and Denbighshire, the start point is overlooked by the hills that participants will later be climbing, providing a perfect opportunity to assess the challenge ahead and soak up the pre-event atmosphere.

The change in the route will ensure that cyclists are more spread out from the start of the ride, reducing any concerns of bunching and crowded roads. There are also several perfectly positioned spectator points on the route, where friends and relatives can relax whilst watching the event take place.

The challenging 92 -mile route will pass through the villages of Llangollen, Carrog, and Minera, and take in climbs of many of the tough hills in the Clwydian range, including Panorama and The Shelf. The exposed climb up World's End towards the end of the course will provide cyclists with fantastic views of the Welsh scenery whilst they tackle the stretch home.

The famous Horseshoe Pass also makes a return to the route, with riders once again having the chance to measure their climbing ability against the best in the sport by taking part in the Horseshoe Challenge.

Chris Boardman MBE, who has used the Horseshoe Pass climb in training throughout his career, said: "The Horseshoe Pass and the surrounding area are just stunning places to ride a bike. Being fairly local, I've used the Horseshoe Pass throughout my career and it's a real test of the form. It's a tough climb that just keeps on going but the views from the top are worth it."

He continued: "Riders of the closed-road Etape Cymru on 9th September 2012 are bound to have a great day out on the bike and will enjoy the fantastic North Wales hospitality and scenery. Good luck!"

Etape Cymru ambassador Geraint Thomas recorded a time of 14m 22s in training on the Horseshoe Pass last year, throwing down the gauntlet for all participants using the roads to train ahead of the event later this year.

“The Etape Cymru is one of the toughest closed road events in Britain and as a proud Welshman I am delighted to support it,” said Thomas. “The 92-mile route offers cyclists a challenging but fabulous opportunity to enjoy our spectacular Welsh scenery in the safety of a closed road environment.”

Thomas added: “Good luck to all the entrants, cycle hard, keep smiling and enjoy your day and the North Wales hospitality!”

More information on the Etape Cymru route can be found on: www.etape-cymru.co.uk. The event will cost £55 and entries are now open.

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Notes to Editors

For additional information, RSVP, photos and interviews please contact:

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Links

www.etape-cymru.co.uk

About Participate Sport

Participate Sport is a mass participation event business set up to own, promote and deliver world class events, principally across; cycling, running, triathlon and open water swimming. Participate delivers events based on unique concepts, staged in stunning parts of the world; to ensure they stand out from the existing and increasingly cluttered event calendar. Through this we provide an unforgettable experience and value for participants of all abilities, charities, media and sponsors.

www.participatesport.com

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