

# Iconic Cycling Events

## MEDIA RELEASE

### **2015 Events added and partners confirmed for Iconic Cycling Events**

Iconic Cycling Events (ICE) the team behind the popular events; Yorkshire Pedalthon, Bike Bath & Bike Oxford has confirmed it is expanding its portfolio of cycling sportive events in 2015. The Cotswold Crank Up will take place on Sunday, 24th May 2015 supported by Witney cycle shop and cycling club Mickey Cranks. The event will start from the Henry Box School in Witney with a choice of 25, 50 and 80 mile marked routes which will head out into the breath-taking beauty spots around the Cotswolds. The Cotswold Crank Up promises to offer a number of feed-stations which will be bursting with food and drink sourced from local and national companies. Riders can expect a warm welcome home at the end of their ride to collect their medal and to enjoy post ride food and drink. Entries for this event are now open on the website, [www.cotswoldcrankup.co.uk](http://www.cotswoldcrankup.co.uk) via British Cycling.

The Iconic Cycling Events have already received support from a number of businesses who have committed to partner the 2015 event series. Partners include, Cyclescheme, Scheckters Organic Energy Drink, Cawston Press, Withy King, Vision for Sport, Walkers Shortbread and Fyffes all of who will have a presence and various offers across the ICE series. They have also secured a number of headline sponsors and official partners for the individual events which include Carter Jonas and Nuffield Health.

Richard Best, Event Director, says, “We have been successfully organising cycling events for the last few years and have a great formula so the timing is right for us to expand and take Iconic Cycling Events forward. We are passionate about what we do and we want every rider, sponsor and supporter to have an enjoyable and memorable experience at each of our events. We are serious and confident about operating in this busy event space and the number of partners who have committed to our Iconic Cycling Event series throughout 2015 is testament to this. It’s going to be a busy year, but we are all looking forward to putting on some fantastic cycling events and welcoming back previous cyclists and welcoming new ones.”

Iconic Cycling Events will be running the following Sportive events in 2015:

Friday 8<sup>th</sup> May 2015, Yorkshire Pedalthon, Ripley Castle, [www.yorkshiredalton.co.uk](http://www.yorkshiredalton.co.uk)

Sunday 24<sup>th</sup> May 2015, Cotswold Crank Up, Witney, [www.cotswoldcrankup.co.uk](http://www.cotswoldcrankup.co.uk)

Sunday 5<sup>th</sup> July 2015, Bike Bath, Bath, [www.bikebath.co.uk](http://www.bikebath.co.uk)

Sunday 13<sup>th</sup> September 2015, Bike Oxford, [www.bikeoxford.co.uk](http://www.bikeoxford.co.uk)

More information about the event series can also be found on [www.iconiccyclingevents.co.uk](http://www.iconiccyclingevents.co.uk) or email [info@iconiccyclingevents.co.uk](mailto:info@iconiccyclingevents.co.uk)

**Ends-**

**Notes:**

**Iconic Cycling Events (ICE)** is an operating division of Breathing Space Activities Limited. The business specialises in designing and delivering high quality outdoor events for a broad range of clients. ICE is responsible for Bike Bath which in 2014 attracted 1300 riders making it one of the largest cycling events in the South West. In 2014, the Yorkshire Pedalthon was launched in May attracting over 70 business teams to the corporate curtain raiser of the Tour de France and in September launched Bike Oxford at the University Rugby Club attracting 700 riders.

**More information about each event:**

Yorkshire Pedalthon Friday 8<sup>th</sup> May 2015 <http://www.yorkshirepedalthon.co.uk/>

Bike Bath, Sunday 5<sup>th</sup> July 2015 <http://www.bikebath.co.uk/>

Bike Oxford, Sunday 13<sup>th</sup> September 2015 <http://www.bikeoxford.co.uk/>

Cotswold Crank Up, Sunday 24<sup>th</sup> May 2015 <http://www.cotswoldcrankup.co.uk/>

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