

Title: South Canterbury's cyclists needed to join in February cycle madness

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The race is on again for the coveted title of New Zealand's Most Cycle-Mad City. Cyclists of all ages are being urged to hop onto the saddle for the family event of the year, and to help South Canterbury pedal to victory.

Mayor Janie Annear will lead the Challenge from Hislop Street, beside the Geraldine Domain at 1pm on 4 February. The ride will be approximately 3 kms and the figure-of-eight circuit will finish back at the Domain. Not only will participants help boost Timaru District's points tally, they'll also get to enjoy some spot prizes including a new bicycle. It is hoped that some local celebrities will be available, although no-one has been confirmed so far.

Daniel Naude, Road Safety Coordinator says the Challenge is a great opportunity to have fun and be active while showing support for the District. "We were very proud of last year's 30+ cyclists who took part around the Centennial Park Scenic Reserve, but this year we hope to do even better. We want New Zealand to know that Timaru District is a cycle-madness force to be reckoned with."

Cyclists can bike the route at their own pace and are encouraged to just enjoy the ride and the atmosphere.

"Cycling is a healthy and fun way to get around. And you get extra brownie points for being environmentally friendly! If you don't usually cycle, this would be a great opportunity to discover its joys! So dig that bike out of the shed, or borrow one, and come along. You'd be mad to miss out!" said Daniel.

This Media Release has been prepared by
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The Mayoral Challenge is a highlight event of Bike Wise Month. During February cities and towns from all over New Zealand will compete to get the most people riding along with their mayor. A point is earned for each cyclist participating, with extra points awarded for celebrities, business leaders, councillors and journalists.

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