

Bike Bath

Press release: Amy Williams to ride Bike Bath 2017

Olympic gold medallist and star of Channel 5's Tour de Celeb show Amy Williams MBE will return as Bike Bath's women's ambassador in 2017. The event, which takes place on Sunday 2 July 2017, is expected to bring together over 1,000 participants from Bath and further afield, to tackle three challenging but spectacular routes of 25, 50 and 80 miles.

Tour de Celeb tracked Amy's progress from novice cyclist to completing the demanding Etape du Tour sportive, set high in the French Alps. She says "I'm really excited to be involved with Bike Bath again in 2017, especially as last year over a third of the riders were women. The longer routes aren't as hilly as you might expect, but they're pretty tough, so it was great to see so many girls giving them a go. It was also great training for the Etape."

Also on board again for 2017 are HPH Property, developers of the new Hawke Ridge Business Park in Westbury, who return as sponsors for the event. Bath-based fitness coaches Urban Training Systems will be on hand to dispense advice and baked treats. The local connections continue with the food and drink on offer, which showcases local delicacies such as Wyfe of Bath cheese. And long-standing supporters Bath Ales will be supplying refreshment to thirsty riders at the post-ride bar.

For those looking to fulfil New Year's resolutions and help a good cause, the event supports a number of local charities, including Dorothy House Hospice and the Genesis Trust. Riders can raise sponsorship or donate when they sign up.

Entries for the event are available now from <http://www.bikebath.co.uk/>, priced at £35 for the long routes and £25 for the shortest route. Under 16s entry is available for £12 (riders must be accompanied by an adult). A small booking fee applies.

Notes for editors:

1. Bike Bath is organised by Iconic Cycling Events (ICE), 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. Its events include Bike Bath, the Yorkshire Pedalthon, Bike Oxford, and Bike Chester. See <http://www.iconiccyclingevents.co.uk/> for more details.

2. Bike Bath is a cyclo sportive format event, with an emphasis on personal challenge. Riders are given a finishing time but the event as a whole is non-competitive. All routes are fully signed and feed stations, first aiders and mechanical support are provided.
3. Please credit on-course photos to "Sportive Photo", Jake Sugden, Steve Baxter
4. More photos from the 2016 event can be viewed at <https://flic.kr/s/aHskCPtLyb> - please contact us if you wish to use any.
5. For further info contact Antony de Heveningham, ad@iconiccyclingevents.co.uk (0771) 265 0857