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P R E S S R E L E A S E

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Chris Boardman opens bicycle roadshow

A highlight of this year's Cambridge Festival of Cycling will be the Cycle Tryout Show at Addenbrooke's on Sunday 17th June. The show will be opened by Olympic champion cyclist, Chris Boardman, and will feature 30 outstanding bikes - from racers to recumbents, from tandems to tricycles - which members of the public can take for a spin on the try-out track.

The range and diversity of bikes on offer should offer something for everyone, from the most experienced cyclist to the novice. Chris Boardman, who will be spending the morning at the show, certainly falls into the former category. Using his custom-designed Lotus Superbike, he won the Gold medal in the Individual Pursuit at the 1992 Summer Olympics in Barcelona, Spain, before going on to set world records at 4000m and 5000m.

At the other end of the spectrum, the Tryout day will take a special look at how innovative cycling solutions can be found to meet the needs of families. Jim McGurn, spokesman for the Company of Cyclists, which provide the bikes on display, said "Well-designed products can provide safe cycling for children of any age, while encouraging their sense of independence." One of the stars

of the show will be the Zero Emission Machine (ZEM), a four-wheel, five-seater, pedal-powered vehicle, which could be the round-town replacement for the motor car in years to come.

Clare Macrae of Campaign Cycling Campaign, said "Cycling is part of Cambridge's way of life. 25% of trips within the City are by bike and more people cycle into the city from surrounding villages than use the Park and Ride. We hope that current and would-be cyclists will come and try out models which are rarely seen in bike shops, as well as more conventional designs."

Admission to the Tryout show is free and open to everyone. It will take place in the grounds of Addenbrooke's Hospital on June 17, from 10am to 4pm.

Other events in the Festival, which runs from 16-24 June include:

Dr Bike - free bike safety check in the Market Square, 10am-3pm, 16 June,

Picnic Ride - evening ride along the Roman Road to Wandlebury, leaving 6pm from Parker's Piece, 18 June

Cyclists' Breakfast - free breakfast to celebrate Bike2Work Day at Hobbs Pavilion, Parker's Piece, 8am-9am, 20 June

Windmill Ride - leisurely all-day ride visiting eight local windmills, leaving 9.30am from Parker's Piece, 24 June

There will also be an **exhibition** about cycling in Cambridge at Central Library (11-16 June) and the Guildhall (18-22 June).

E N D S

Notes for Editors

1. The Cambridge Festival of Cycling is the successor to National Bike Week, which has been running in Cambridge since the 1920s. It is part of a national festival of cycling promotion. In Cambridge the events have been organised by members of Cambridge Cycling Campaign with help from local authorities and the local branch of the Cyclists' Touring Club (ctc).
2. The Company of Cyclists was set up in November 2000 by 140 cyclists, with the aim of promoting cycling in all its variety, through books, events, a roadshow and a website. For further information, please contact Jim McGurn at The Company of Cyclists (Tel: 01904 708599) or see www.companyofcyclists.com.

Jim will be available for interviews and photo sessions in Cambridge from 11am on Saturday 16 June.

3. A limited number of copies of the Company of Cyclists' book "EnCycleOpedia" are available for distribution as prizes if you would like to run a cycling-related quiz or competition as part of your coverage. To discuss this opportunity, or for further information on Cambridge Cycling Campaign or the Cambridge Festival of Cycling, please contact:

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