

# Cheshire West & Chester Council

## Media Release



**Date:** 9 June 2010

**Reference Number:** BW2010

### **Bike Week 2010: 19 – 27 June**

Cycle Chester are encouraging all residents in the area to get on their bike this Bike Week. A whole host of fun, free and exciting cycling activities have been planned to reintroduce people to the benefits of cycling.

Local businesses will also be encouraged to get involved by taking part in a **Corporate Challenge**. This will take place each day from Tuesday 22 June to Sunday 27 June (excluding Saturday) on a stage outside the Town Hall. Teams of four will compete in a 2,000 metre relay race on static bikes with the fastest teams going through to the finals on Sunday 27<sup>th</sup> June. There is still space available so if you have a team you would like to enter please contact Sophia Tirelli on 01244 977441 or visit [www.cyclechester.com](http://www.cyclechester.com).

Between the Corporate Challenge races at 12 – 1pm and 2 – 4pm members of the public will have chance to have a go on the static bikes on the stage. All people taking part will be entered in to a prize draw to win a £300 specialised mountain bike courtesy of The Bike Factory Chester.

Other events taking place during Bike Week include:

- Mon 21 June -** The Halfords Tour Series cycle race returns to the city centre at 7.30pm. Community events take place before the race with Mountain Bike stunts by Andrei Burton.
- Tue 22 June –** Cycle Chester Corporate Challenge 1pm - 2pm.  
Visit the Cycle Chester stand to ask the team any questions you might have about cycling in the area.
- Wed 23 June -** Try making your own drink on a pedal powered smoothie maker or try out the fun fountain pedal powered bubble machine.
- Thur 24 June -** Cycle Chester Corporate Challenge 1pm - 2pm.  
Pedal powered smoothie maker and bubble machine.  
One Man Cycle Circus display by Solo Circus using 4 different bikes including a stilt bike, various unicycles, clown bike and a penny farthing.

**Fri 25 June -** Cycle Chester Corporate Challenge 1pm - 2pm.

One Man Cycle Circus display by Solo Circus using 4 different bikes including a stilt bike, various unicycles, clown bike and a penny farthing.

Pedal powered tea and toast workshop - have a go at pedalling to power electricity to make a cup of tea and a piece of toast.

PowWow Pedals will give the public the chance to pedal power and sing along to a sound system and karaoke machine.

**Cycle Sunday -** Cycle Chester Corporate Challenge semi finals and finals throughout the day.

M.A.D BMX stunt team.

Big Top Mania Crazy Cycle Circus- Unicycle pro's and cycle stunt team perform displays that will wow the crowd and will bring along crazy cycles for people to try out.

Get Cycling are giving the public the opportunity to pedal power scallextrics around the track.

Team Extreme BMX team displaying stunts in the Roman Amphitheatre.

All activities (unless otherwise stated) will be taking place in Chester's Town Hall Square. There will also be Bike Doctors and Cyber Bikes located around the city centre throughout the week.

The Cycle Sunday event is part of the Chestival celebrations, a vibrant new festival which celebrates the best bits of Chester. The streets will come alive for 34 days and nights throughout the city incorporating a number of the cities major events.

For further details contact Stephanie Jones, Place Marketing, Cheshire West and Chester Council. Tel 0151 356 6650