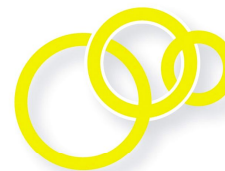


PRESS RELEASE



Immediate

Opportunity Peterborough
urban regeneration company

May 29, 2009

Ditch the car and join the cycle celebration

People are being encouraged to ditch their cars and cycle into Peterborough when the Tour Series cycle race arrives in Peterborough on Thursday (June 4).

The race will spark a celebration of cycling in the city centre. A day of events kicks off at 11am and culminates with the big race at 7pm when professional sports stars compete for the coveted winner's jersey, racing around a 1.1km circuit at speeds of up to 30mph.

Cowgate and the south side of Bourges Boulevard will be closed from 2pm and vehicles will not be able to access the area inside the race circuit. Trinity Street car park will be closed to cars all day and transformed into a temporary cycle park.

Sustrans, the UK's leading sustainable transport charity, has organised guided cycle rides into the city centre from Werrington (via Walton and New England), Bretton (via Ravensthorpe and Westwood), and Hampton (via the Ortons) for those coming to watch the race.

Trevor Gibson, director of environment capital at Opportunity Peterborough, said: "This is an excellent opportunity to prove how effective Peterborough's sustainable transport links are.

"With our aspiration to become the UK's Environment Capital, I hope that those that usually drive in to the city on a daily basis will notice how convenient it is to cycle and use public transport methods instead."

The race, which will be televised for ITV4 and shown at 7pm on Friday, June 5, will start outside the Town Hall, and pass through Cathedral Square, along Church Street and Cowgate, turning left on to Bourges Boulevard and back into Bridge Street.

People interested in finding out more about sustainable transport methods such as walking, cycling, car sharing or taking the bus or train should contact Peterborough City Council's Travelchoice team for advice on planning alternative routes into the city.

Cycling activities including a carnival parade, BMX displays and bike check-ups will be taking place at Cathedral Green, Long Causeway and around the track throughout the day. People who want to ride around the circuit must pre-register at freewheeling@peterborough.gov.uk.

For more information on the Peterborough cycle race visit www.opportunitypeterborough.co.uk or www.tourseries.co.uk.

Ends

Note to editors

Sustrans guided cycle rides:

1. Werrington Centre, going via Walton and New England – leaving from outside Tesco supermarket at 5.30pm.
2. Bretton Centre, going via Ravensthorpe and Westwood – leaving from outside Sainsbury's supermarket at 5.30pm.
3. Hamptons, going via the Ortons – leaving outside Serpentine Green (NEXT shop entrance) at 5.30pm.

Pictures and logo are available.

Trevor Gibson will be available for interviews and filming opportunities.

Additional information is available at www.opportunitypeterborough.co.uk and www.tourseries.co.uk.

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