

News release

13 April 2016

(JS/2016/03)

GET SET FOR A MIDSUMMER FEAST OF CYCLING FESTIVAL FUN

Stay in the Peak District and Derbyshire and see world-class action

Cycling fans can look forward to a midsummer feast of festival fun in the Peak District and Derbyshire – whether they prefer to take to the saddle themselves or watch world-class racing from the sidelines.

The area will once again play host to the stylish three-day Eroica Britannia event from Friday June 17 to Sunday June 19 – and this year will also welcome stages three and four of the Aviva Women’s Tour for the very first time, on June 17 and 18.

Tourism bosses are encouraging as many people as possible to make the most of the forthcoming cycle fest by booking a holiday so that they can enjoy both – and maybe extend their stay to try out some safe cycling themselves on the area’s extensive network of traffic-free trails.

“We’re delighted that Eroica Britannia and the Aviva Women’s Tour will be in the Peak District and Derbyshire over the same weekend,” said Jo Dilley, Managing Director of Marketing Peak District & Derbyshire, the area’s official tourist board.

“Both offer a great opportunity to come and stay in the area to experience two very different, but complementary, events, which are sure to have great appeal to both cycling enthusiasts and people who prefer to relax and watch the action.

“There’s also the chance to take to two wheels to discover our superb countryside on a wide variety of off-road trails, suitable for all ages and abilities – and there are plenty of centres where visitors can hire a bike if they haven’t brought their own.

“It’s the perfect excuse to book a few days away, taking advantage of a range of accommodation options, from ‘glamping’ and friendly B&Bs to welcoming pubs and both country house and boutique hotels.”

The third Eroica Britannia festival will again celebrate the ‘Best of British’ with a three-day celebration of live music, vintage, shopping, food, drink, camping and cycling at Bakewell Showground. This year’s irresistible mix will also include a Swing

Night of music and dance and a Last Day of the Proms event to welcome riders back from their 2016 Great British Adventure.

This year's routes – featuring regular local food and drink stops along the way – will attract cyclists from all over the world keen to explore the UK's first National Park in the Peak District and Derbyshire's peerless scenery on pre-1987 bikes and in vintage or traditional clothing. Three options – 30 miles, 55 miles and 100 miles – are available, featuring a selection of new locations as well as even more gruelling climbs on the long route!

Around 100 international riders representing 16 teams will take to the road for stage three of the Aviva Women's Tour from Ashbourne to Chesterfield on June 17 – passing through some of the area's key towns and villages, including Buxton, Matlock and the Chatsworth estate, and featuring breathtaking sprint sections along the way.

There'll be a second chance to see the cyclists in action during stage four from Nottingham to Stoke-on-Trent on June 18, when the race will skirt Derby, between Long Eaton and Swadlincote.

For more information about Eroica Britannia, the Aviva Women's Tour and cycling opportunities in the Peak District and Derbyshire, visit www.visitpeakdistrict.com/cyclingfestivals. To find out more about Derbyshire's long-term ambition to become a world-class cycling destination for people of all ages and abilities and to encourage everyone to cycle more by 2030, visit www.derbyshiresport.co.uk/derbyshirecyclingplan.

Ends.

For further details, please contact Janette Sykes, PR Manager, Marketing Peak District & Derbyshire, on 07792 924839 or at janette.sykes@marketingpdd.com.

Accompanying high-resolution digital images are attached for print and digital media. Captions: D81_0413: Cycling action during the Aviva Women's Tour 2015 (Credit: SweetSpot Group); EroicaBritannia_PB_IMG_4730_high: Cycling vintage-style on the scenic Monsal Trail during Eroica Britannia 2015 (Credit: Polly Baldwin).

A wider selection of images of Eroica Britannia 2015 is also available at: <http://eroicabritannia.co.uk/photos/assets/images/>; and of the Aviva Women's Tour 2015 at http://www.womenstour.co.uk/gallery/2015.php#.Vwzf6_krLcs.

Marketing Peak District & Derbyshire – the area's official tourist board - works with VisitBritain, VisitEngland, Derbyshire County Council, all local authorities in the Peak District and Derbyshire, tourism business partners and surrounding tourism organisations that share the Peak District. It is committed to the successful and sustainable development of tourism.

