



## West Berkshire SPOKES Tour of Britain contribution

Press Release: 24 July 2008



*"speaking out and  
acting for cyclists"*



Caroline Collins, West Berkshire SPOKES Publicity Officer, handing the £500 cheque to Cllr Ian Grose outside Newbury Town Hall.

West Berkshire SPOKES is pleased to announce that it is directly supporting Stage 2 of the Tour of Britain when it comes to Newbury on Monday 8 September 2008.

Alan Lane, Chairman of West Berkshire SPOKES said "Spokes is very pleased to be contributing £500 towards the costs of Newbury Town Council running the stage. For that, SPOKES gets the opportunity to leaflet the thousands of spectators and raise the profile of the organisation. In these days of increasing fuel costs, there are more and more people getting on their bikes and as a campaigning group, we want to help ensure that the best possible cycling environment is provided for them. The more members we have, the more effective our campaigning can be."

Councillor Ian Grose, Leader of Newbury Town Council welcomed the money. "This is an excellent contribution from a local voluntary organisation. The same marketing opportunity exists for any commercial businesses to advertise their presence and support for the event. There are all sorts of sponsorship and marketing opportunities at all levels and I would be pleased to discuss those options with anyone interested."

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For more details contact:

Cllr Ian Grose – Leader of Newbury Town Council (grose.ian9@btinternet.com / 01635 36816)

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### Newbury Town Council

Town Hall, Market Place, Newbury, Berkshire. RG14 5AA  
Telephone: (01635) 35486 Fax: (01635 40484)  
E-Mail: [towncouncil@newbury.gov.uk](mailto:towncouncil@newbury.gov.uk)