

PRESS RELEASE

Date: 22 July 2008

Tour of Britain to give lasting benefit to all ages

The benefits of the Tour of Britain coming to Newbury and West Berkshire on Monday September 8th will be felt for years to come. Local businesses and schools are already using the event to increase the profile of cycling to work and school.

Businesses already know the economic benefits of a fit and healthy workforce. “Cycling to work as part of a healthy lifestyle is proven to improve output and efficiency in the workplace”, says Lindsey Horton, of SEEDA, the South East England Development Agency, “and in today’s tough business conditions, every advantage counts. Our long-term support of the Tour of Britain is a key part of our strategy to market the South East as a healthy place to invest and do business, and businesses that support the Tour with us show that they want to invest in their employees, their local community and their futures.”

Several local schools are taking the opportunity to use the Tour of Britain to increase safe cycling to school. Trinity and Kennet Schools are in the forefront of delivering safe cycling training and advice to dozens of local pupils, in partnership with West Berkshire Council.

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“Healthy and fit pupils achieve much more in the classroom”, says Trinity School staff member Caroline Collins, “and cycling to school, even over short distances, gives pupils a definite learning advantage in lessons.”

“Kennet School is running a Cycle to School day on the day of the Tour coming to West Berkshire”, says Kennet teacher Ian Grose, “and it forms part of a week of activities that focus on safety and fitness in travelling to learn. Schools know that achievement in the classroom by fit and healthy pupils greatly improves the chances of career success, and the Tour coming to our area is an important part of the work to give our children the best possible opportunity of success.”

END

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The race is organised by the Tour of Britain and Stage 2 (from Milton Keynes to Newbury on Monday 8 September 2008) is supported by the South East England Development Agency (SEEDA), Greenham Common Trust and Newbury Town Council.