

NEWS RELEASE

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Tour of Britain comes to the South East

Milton Keynes and Newbury will be the host towns for the second leg of the Tour of Britain cycle race on 8th September 2008. The 100 mile South East stage will see 96 top British and international cyclists compete in a four hour event. It is expected to attract thousands of spectators to the towns: the start will be in Milton Keynes and the finish in Newbury.

“This race will give a major economic boost for both Milton Keynes and Newbury providing them with a unique opportunity to showcase both locations as well as the villages and towns en-route. This kind of event helps put the South East on the map as a competitive, professional and desirable destination for hosting major sporting events, especially in the run up to the 2012 Games.”

Oona Muirhead, SEEDA's Executive Director for Sustainable Prosperity

SEEDA, The South East England Development Agency is one of the main sponsors of the Tour of Britain.

Milton Keynes will also host The Tour of Britain organisers in the days leading up to the race, some 500 staff, teams and officials, staying for several nights.

“Yet another high profile event to be staged here in Milton Keynes! It's fantastic that Milton Keynes will be part of such a high calibre race and we are all looking forward to welcoming the teams and spectators.”

Gin Corrado, Milton Keynes Council Events Co-ordinator .

“This is a highly prestigious event, which will bring some of the world's leading cyclists to the town. We also hope to welcome some British Olympic medal winners – cycling is among our most successful Olympic events and it offers a chance to showcase our area to the world as well as further developing cycling in Newbury and West Berkshire”.

Ian Grose, Leader of Newbury Town Council.

Notes to Editors:

Research by Sport England shows that sport-related economic activity in the South East was worth £2.6 billion in 2005. (See 'The Economic Importance of Sport in the South East 2000-2005'). The South East has the greatest level of sports participation in the country; bringing an impressive £640 million to the UK economy.

To find out more about the Tour of Britain and the route please visit

www.tourofbritain.co.uk

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