

Press Release

Tour of Britain comes to Norwich

16th September

The Atrium and Millennium Plain 9am-5pm

The **Tour of Britain** is the UK's biggest professional bicycle race and a centrepiece of the British sporting calendar, attracting over a million spectators to the roadside in 2008, and hundreds of thousands more on television and via the internet. The Norfolk stage of the race, at 190km, is the longest stage, with much of it on small, exposed roads, similar to those in Belgium and the Netherlands.

In celebration of the race coming to Norfolk, The Forum is putting on a day of cycling related activities.

8am-10am Enjoy a healthy snack and join the team to help create some bike art banners on Millennium Plain. This event has been made possible by funding from Norfolk County Council

10am-4pm Free bike checks, demonstrations, giveaways and info with Cycles UK and The Wilier Road Show. The Energy Savings Trust and Norwich Cycling Campaign will also be on hand to offer advice on cycling initiatives. The cycle paramedics will also be on display to promote their sponsored cycle.

1pm-3pm Watch a stop motion film of the Cycle Art banners being created in Fusion, the giant digital gallery at The Forum.

On Friday 17th September look out for 30 cyclists from the East of England Ambulance Service, some of whom are based at The Forum, who will be following the official Tour of Britain stage 6 through Norfolk. Their goal is to raise money for specialist, lightweight life saving equipment for all cycle response units.

FOR FURTHER INFORMATION, PLEASE CONTACT:

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