

Media Release

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For immediate release

Starts

Cycle Challenge Changes Gear for 2010

Northland's ever popular four day Twin Coast Cycle Challenge is set to take place again next March with new organisers and a new sponsor.

Previous organisers Sport Northland have sort experienced cycling event organiser Stephen Cox to run the event on behalf of Waka-Roc Sports Club. "This event is a huge undertaking and after nine years it was time for us to hand the reigns over," says Sport Northland's Chief Operating Officer Brent Markwick. "This a great event and one of the biggest on Northland's sporting calendar and Sport Northland is proud to have instigated and got the event to its current level. However when we re-evaluated why we were running it we released it wasn't really achieving our mission of 'Getting Northlanders More Active,'" says Markwick. "The event covers 360km in four days so it caters for those that are already active, and we wanted to find a way to keep it going so we could step back and put our resources into other things to help get those that aren't active into physical activity."

The new organisers, while from out of the district know the importance of keeping the 'Northland feel' to the event. "One thing that struck me about the Cycle Challenge is that it is uniquely Northland and we want to make sure we keep it that way" says new organiser Stephen Cox, and Cox knows cycling and events. He has been organising cycle events since the late 1980s, brought the first ever International Women's Cycling World Cup to New Zealand, and has received glowing praise from competitors and the UCI (World Cycling Body). Not only has Stephen been organising cycling events he has also participated – at Olympic level. Stephen represented New Zealand in the 1984 Olympics and 1978, 1982 and 1986 Commonwealth Games in road cycling. Stephen's long association with cycling covers many areas, including competitor, national coach, national team manager, and club official management.

A change of organiser has also seen a change in sponsor for the event now to be known as the BDO Twin Coast Cycle challenge.

Approximately 500 cyclists are expected in the event which will run from 18-21 March and travel from Whangarei to Dargaville via Papanoa on Day One; Dargaville to Opononi via Waipoua Forest on Day Two; Opononi to Paihia on Day Three with the home run on the last day from Russell to Whangarei. For more information visit www.twincoast-cycle.co.nz.

Ends



Getting Northlanders More Active

About Sport Northland

Sport Northland is Northland's Regional Sports Trust – a charitable trust with a core purpose of 'getting Northlanders more active' and a vision for the region of 'Northland – the most active region in the world!' The trust focuses on physical activity and support for grass roots sports organisations through a number of flagship programmes, events and activities – these include the multiple national award winning 10,000 Steps Northland programme, the national award winning region-wide Run/Walk Series, the national award winning Top Energy Watersafe programme and other successes such as Green Prescription, Active Workplaces, He Oranga Poutama, Taitamariki Tuu Ora, Coach Force, early childhood and school based programmes and work across the region's three districts through five District Co-ordinators. Sport Northland also owns and operates the ASB Leisure Centre, and owns (but contracts out the management of) the Whangarei Aquatic Centre.

P O Box 1492, Whangarei 0140.
Phone 09 4703200, Fax 09 4303479.
www.sportnorthland.co.nz
sportnorth@sportnorth.co.nz

