

PRESS RELEASE
HotChillie Women Head for Africa

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A British women's cycling team is to compete for the first time in the Cape Argus Pick n Pay Cycle Tour in Cape Town, South Africa.

The HotChillie Challenge Team will be managed by Australian, Scott Sunderland, who as director of sport at CSC, helped mastermind Carlos Sastre's victory in last year's Tour de France.



Scott Sunderland



Emma Davies

The HotChillie team, who'll ride in the event on March 8th, will be led by Great Britain's Emma Davies, a former professional cyclist who has competed at two Olympic Games.

"I spent 12 years as a pro-cyclist and I miss having something to focus on. Leading the HotChillie Challenge Team is the perfect solution – I can keep fit and enjoy competitive cycling. I can never say 'no' to a challenge," said Davies, who fought her way back to winning a Commonwealth bronze medal in 2006, after breaking her back in a hit and run accident.

Sunderland, who also survived a horrific cycling accident, said: "It's fantastic to see a British women's team taking on the Cycle Tour and I hope the women will be an inspiration to the country's cyclists. Women's cycling is booming and the HotChillie Challenge Team is proud to fly the flag for Britain."

Davies will be joined by ex-international triathlete, Tanja Slater; 19-year-old Alice Monger-Godfrey and Penny Krohn, a Cape Town cycling personality.

HotChillie owner, Sven Thiele, said: "Our team is lead by two really inspirational characters. Scott and Emma both battled their way back and they represent the spirit of our team. HotChillie is all about pushing your boundaries."

While in South Africa, the Hot Chillie Challenge Team will present a cheque for £18,000 (260,000 South African Rand) to the Christel House charity in Cape Town which works to empower children through education. The money was raised by riders in last year's London-Paris Cycle Tour which is staged by the HotChillie sports events company.

The HotChillie Challenge Team's sponsors are sports consultancy Cyclevox, cycle retailer Sigma Sport, sports skincare company Sportique and leading sportswear and equipment brand adidas.

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Editor's Notes:

HotChillie - www.HotChillie.com - is a global sports events company founded by South African-born Sven Thiele, a London-based technology entrepreneur. HotChillie stages the London-Paris 09 Cycle Tour www.londres-paris.com - a unique "Tour de France" style endurance event, known as the "professional event for amateurs".

The event has attracted riders like double Olympic Gold medallist James Cracknell; World Champion, Tour de France and Giro winner Stephen Roche (who will ride again in 09) and ex-England footballer Geoff Thomas. Scott Sunderland, who helped mastermind CSC's Tour de France victory in 2008, will ride in this year's event.

This summer HotChillie will stage "The Devil Takes The Hindmost", an elimination race at BikeRadar Live at Donington Park in the East Midlands, May 30 – 31, 2009.

The Cape Argus Pick n Pay Cycle Tour: www.cycletour.co.za

Emma Davies - www.emmadaviesjones.co.uk