

HotChillee – Adventure Without Limits

Date: January 30th 2009

Release: Immediate

The mastermind behind the London-Paris 09 Cycle Pro-Am, Sven Thiele, has launched HotChillee, a new global sports events company.



Photo – Sven Thiele

Building on the success of British Cycling and the growing interest in the sport, HotChillee will initially concentrate on staging and marketing high quality cycling events. The company will also develop a series of high-octane, adventurous events, featuring international sporting heroes.

South African-born Thiele, a London-based technology entrepreneur, said: "Our events will push the boundaries and take people to the edge. We want people to experience the ultimate challenge and to know what it's like to test the limit of their personal endurance.

"Today's generation don't have to idle into middle age, they can aspire to an adventure with no limits," said Thiele.

HotChillee will run this year's London-Paris Pro-am and has teamed up with Future Publishing for May's BikeRadar Live at Donington Park in the East Midlands, where the company will stage a race called "The Devil Takes The Hindmost."

Thiele said: "Cycling is a fast-growing sport and people are keen to participate in professionally-run events. The British success in Beijing has inspired the nation to take up pedal power once again and cyclists would relish the chance to take part in high energy, world class events."

Thiele's reputation has grown over the past five years of the London-Paris Pro-Am, which has won widespread respect in the international cycling community for its professionalism. London-Paris 09 is the premier corporate cycle ride and the closest an amateur rider can get to experiencing what it's like to ride in the Tour de France.

Thiele said: "HotChillee will build on the success of London-Paris and take the concept to the next level. London-Paris has created a network of cyclists with a great sense of camaraderie. Amateur cyclists have been able to ride with their heroes - experienced pros who've reached the top of their sport - and HotChillee would like to replicate that with other sports."

For more information please contact Ruscoe Media:

Sybil Ruscoe 07767 77 77 87

Hazel Ruscoe 07970 237 068

Editor's Notes:

HotChillee's "The Devil Takes The Hindmost" is an elimination race where riders will set off in a staggered start, based on British Cycling race category or ability. The first groups will need to work together to ensure they're not caught by the faster riders. After an hour, the 'Devil' will pick off the backmarkers at the start/finish line of every lap. The objective is for riders to stay in the main pack to avoid being eliminated by the 'Devil' on each lap after the one hour mark – and then keep enough energy in reserve for the sprint on the final lap at the two hour mark. This is a high octane race requiring great skill, strength and endurance to ensure that riders aren't eliminated, but still strong enough to contest the sprint on the final lap. It is an opportunity for riders to rub shoulders and turn pedals with pros and celebs. Entry costs £35 per person, which includes a weekend ticket for BikeRadar Live at Donington Park, May 30 – 31, 2009.

London-Paris 09 is a unique "Tour de France" style endurance event for amateur and cycloportive riders. It is the "professional event for amateurs". Like a pro event it has full support, rolling road closures and covers 520 km in three days followed by a rest day in Paris. This Pro-Am 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 masterminded CSC's Tour de France victory in 2008, will ride in this year's event. www.londres-paris.com