

London, UK. 28 May 2009



The women of the HotChillee Challenge Team will be competing in this Sunday's "Devil Takes The Hindmost" at BikeRadar Live at Donington Park in the East Midlands.



(From L to R) The HotChillee Challenge Team - Alice Monger-Godfrey, Tanja Slater, Nikki Harris, Penny Krohn and Emma Davies at the Cape Argus Pick n Pay Cycle Tour in Cape Town, South Africa, in March

The HotChillee riders will be double Olympic bronze rowing medallist Elise Laverick, Emma Davies, a former professional cyclist who has competed at two Olympic Games, 19-year-old Alice Monger-Godfrey and London-Paris Cycle Tour 09 Ride Captains Rachel Przybylski and Peta McSharry.

Team director Sven Thiele said: "Women's cycling is booming in Britain and the HotChillee Challenge Team cyclists are great role models for women. Top level, competitive cycling is a growth sport for women and The Devil will be an inspiring and challenging event."

Riders in the men's category include former Tour de France winner Stephen Roche, the 2009 Imperial Winter Series winner Jerone Walters, ex-cycling pro Chris Ball and former England footballer Geoff Thomas and his Team GTF.

Roche said: "I'm really looking forward to getting back on the bike and taking part in a competitive race. The Devil Takes The Hindmost is a great opportunity for cyclists to experience a top class race."

Geoff Thomas said: "I've ridden the Tour de France route a couple of times, so the chance to race against Stephen Roche, one of cycling's great legends, is something I can't miss. I think it'll be a fantastic event."



The top riders in the men's and women's races will share a prize pot of £2,000 and the winners will also win a weekend's accommodation for two at Roche's Marina Hotel on Villeneuve-Loubet Beach in Nice.

The HotChillee Challenge Team is sponsored by sports consultancy, Cyclevox; cycle retailer, Sigma Sport; sports skincare company, Sportique and leading sportswear and equipment brand, adidas.

The HotChillee Men's Challenge Team recently announced its arrival on the British cycling scene by posting the quickest team time in the Etape Caledonia.

Entry to Sunday's Devil costs £35 per person, which includes a weekend ticket for BikeRadar Live. Click on this link to enter:

<http://regonline.activeeurope.com/Checkin.asp?EventId=699903>

- Please note, if you wish to enter a second challenge or race at the show, it does not entitle you to another weekend pass.

- Tickets are non-transferable.
- Riders must be 18 or over to compete in Devil take the Hindmost.
- Photo ID, a passport or driving licence PLUS a household bill will need to be produced at briefing/sign-on.
- No animals (guide/access-for-all dogs are allowed with paying human owner).
- No open barbecues, no petrol generators, no open fires, no motorised vehicles to be driven on-site, no glass and no bottles.
- A helmet must be worn at all times when riding.
- Riding curfews and non-riding areas must be adhered to.
- A rideworthy biking policy will be in force throughout the event.
- Your bike must be clean to ride the Donington circuit. The organisers have final say on suitability of riders and their bikes throughout the event. No drink riding will be permitted. Lights must be in full working order for riding during low-light hours.
- On-site speed restrictions will apply to all riders.
- Unauthorised trading, flyering, bannering, photography for commercial gain or any other activity deemed inappropriate by the event organisers will not be permitted and may result in you being asked to leave the venue. No refunds will be available. All features are subject to change or cancellation with no refund given.

The Devil Takes The Hindmost is an elimination circuit race. Riders will set off in a staggered start, based on British Cycling race category or ability. After one hour fifteen minutes riding, the 'Devil' will pick off the back-markers on the start/finish line of every lap. The idea is for riders to keep up with the main pack to avoid being eliminated by the 'Devil'. But cyclists will have to keep enough energy in reserve for the sprint on the final lap which comes on the two hour mark. This is a high octane race requiring skill, strength and endurance. Cyclists need to ride a strong tactical race to avoid being eliminated but they have to pace themselves for the sprint on the final lap. ***"The Devil"*** is being staged at BikeRadar Live by HotChillee, producers of the London-Paris 09 Cycle Tour, the professional event for amateurs.