



Press Release

Cracknell To Attempt Land's End To John O'Groats Record Release: Immediate

Double Olympic champion, James Cracknell, will attempt to set a world record for cycling from Land's End to John O'Groats this month.

Cracknell and a team of three elite riders will take part in the HotChillee End To End Challenge starting at 05.00 on Saturday, October 17th. It will be an attempt to establish the first world record for a cycle relay team riding from one end of the UK to the other.



Team HotChillee

Phill Sykes, Steve Golla, James Cracknell and Jerone Walters

The assault on a relay record for Land's End to John O'Groats will set the benchmark for next summer's HotChillee E2E Relay Challenge. This new endurance relay ride will be open to amateur cyclists wanting to challenge the record set by Cracknell and his team.

The 842 mile classic route is covered by hundreds of cyclists every year in charity rides typically taking nine to 14 days – Team HotChillee's target is under 40 hours.

Cracknell, who this year rode in the London-Paris Cycle Tour and the L'Etape du Tour, said: "Cycling has become a huge part of my sporting life and setting a new world record from Land's End to John O'Groats has been a goal of mine for a while."

The 37-year-old double Olympic rowing gold medallist said "I've rowed across the Atlantic and skied to the South Pole but I know that cycling from one end of Britain to the other at world record pace will be my toughest challenge yet."

Cracknell, who will lead next summer's Deloitte Ride Across Britain, added: "The opportunity to cycle the length of our beautiful country is something I relish. The HotChillee cyclists are determined to do something special and our record attempt will help me prepare for the Ride Across Britain."

Sven Thiele, of HotChillee, the global marketing and events company staging the world record attempt, said: "We're proud to have a world class athlete on our team to attempt the world record. James and the HotChillee squad epitomise what we're all about."

Thiele added: "It's going to be a tough challenge which will push them to the limit, mentally and physically. But we're determined to achieve an inspiring, world class cycling performance on the UK's classic long distance route."

The HotChillee End To End team will ride the 842 miles non-stop on aerodynamic time trial bikes. One rider will always be on the road, with the other three resting in a support vehicle.

The current record for the End To End ride by a single rider is held by ex-pro cyclist Gethin Butler, who covered the distance in 44 hours, four minutes and 20 seconds in 2001.

The other HotChillee End To End riders are London-based Australian IT director Jerone (correct) Walters, Steve Golla and Phill (correct) Sykes.

Walters (36), a Sigma Sport rider, was 7th in September's British Time Trial Championship and is a three times yellow jersey holder in the London-Paris Cycle Tour. He said: "It's not every day that you're challenged to set a world record and

I've made this my top priority. Having James Cracknell with us will add great experience and professionalism to this endurance challenge." Walters, from Weybridge, added: "Our average speed schedule is ambitious for 40 hours. We are hoping for a howling tail wind."

His Sigma team mate, 35-year-old Golla, a construction manager from Princes Risborough, is an elite road racer and time trial specialist who secured 11 wins in the 2009 season. He said: "If the HotChillee record attempt is successful, it'll be an achievement of a lifetime and could set the benchmark for future rides. I think this could be the start of a fascination for the E2E Challenge as an endurance event. Having James with us will be an inspiration."

Sykes (35), a sports manager from Petersfield, is a TT specialist who is moving to Sigma Sport from VC St Raphael next year. He was 4th in the National 50 mile TT and the National Team TT. Sykes, a father of two, said: "I've had a very successful season and I'm riding the HotChillee E2E to end on a high. It's something completely out of my comfort zone and I'm excited to see if I can rise to the challenge. I'm also hoping the work ethic of an Olympic champion will rub off on me for next season."

The End To End Challenge is sponsored by HotChillee, road cycling and triathlon specialist Sigma Sport, the world's largest provider of workspace solutions Regus, sports nutrition manufacturer Science In Sport, sports skincare company Sportique and media and sponsorship specialists Cyclevox, who will be filming the record attempt. Sports clothing company adidas will be supplying Team HotChillee's kit.

Web specialists Map My Tracks will also be providing real time tracking of the End To End Challenge. People will be able to follow Cracknell and the team as they power their way across Britain at www.hotchillee.com

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