

London, UK. 09 April 2009



### ROCHE TO TAKE ON HotChillee's DEVIL

Cycling legend and Tour de France winner, Stephen Roche is returning to competitive cycling in Britain next month and cyclists across the UK are being invited to race with him.

Roche, who won the Tour, the World Championship and the Giro d'Italia in 1987, will compete in ***The Devil Takes The Hindmost*** race at Donington Park on Sunday, May 31st.

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."

Cyclists of all levels are now being invited to line-up with Roche and former England and Crystal Palace footballer and keen cyclist, Geoff Thomas, who is also riding in the race. 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."



Geoff Thomas (left) and Stephen Roche

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 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 an hour's 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.

Entry 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>

Entry also includes:

- Listing on the *Cyclingnews* results service
  - Competitor/quiet camping area
  - Winners will receive a share of a £2,000 cash prize – the first place riders in the women's and men's races will receive two night's half-board accommodation for two at Stephen Roche's Marina Hotel on Villeneuve-Loubet Beach in Nice (travel not included)
- [www.rochemarinahotel.com](http://www.rochemarinahotel.com)

The event will take place from 2-4pm on Sunday 31 May 2009. Sign-on and number collection will be from 9am–1.30pm on Sunday 31 May at the registration tent.

#### Restrictions

- 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.