



FORMULA 1 CHAMPION TO RIDE THE LONDON-PARIS 2010

Motor racing legend and former Formula 1 world champion, Nigel Mansell, is to ride The London-Paris 2010 to help raise money for Britain's young people.

Mansell, Britain's most successful F1 driver with 31 wins, will line up with Team UK Youth when the ride begins on June 24th.



Team UK Youth

UK Youth (www.ukyouth.org), whose patron is HRH The Princess Royal, is celebrating its centenary in 2010 and Mansell is riding The L2P to prepare for the Nigel Mansell Cycle for Youth, a fund-raising UK cycle tour which begins on July 22nd.

Mansell, who is president of UK Youth, said: "It's our centenary this year so we wanted to do something challenging and inspiring and that's where cycling came in. In July, we're cycling 1200 miles across Britain and The L2P is the ideal preparation for our team.

"I've heard about The L2P's legendary atmosphere and we thought we'd get some real inspiration from some of the great cyclists taking part. I'm really looking forward to getting on The L2P starting grid and I know that arriving in Paris with the peloton will be an amazing experience."

Mansell's team will include his sons Leo, 25, and Greg, 22, who are partnering him in the Le Mans racing series this year. He will also be joined by Ian Williams, who co-owns the Big Maggy's Coffee and Cycle Shop in St Helier, Jersey, with Magnus Backstedt, the 2004 Paris Roubaix winner who is also in the L2P 2010 line-up. Mansell's team is completed by Ian's wife, Susan, marketing manager for Santander bank in Jersey.

Sven Thiele, director of The L2P, said: "It's absolutely terrific that Nigel and his team are joining us. We are proud that he has chosen our event as a warm up for his 1200 mile ride across Britain. I know that our riders will be very excited about riding with Nigel, who is one of Britain's great sporting legends."

In The London-Paris 2010, Mansell will be riding alongside Olympic and former world cycling champion, Rebecca Romero, who is riding The L2P 2010 as part of her switch from track to road cycling. The ride is part of her preparation for the World Time Trial Championship, in Melbourne this September.

Also in the line up is Tour and Giro winner and former world champion, Stephen Roche, former England rugby captain, Will Carling, All Blacks legend, Zinzan Brooke and former England footballer, Geoff Thomas.

The London-Paris 2010, staged by HotChillee, the global marketing and events company, is the UK's premier cyclosporitive. It is recognised as the closest the amateur rider can get to the Tour de France experience. The ride covers 550km in three days with a rest day in Paris. The Daily Telegraph recently ranked The L2P as one of the world's top 25 events, alongside the London and New York marathons. The event has also been named in the top ten of adventure events for women.

This year's L2P sponsorship partners are adidas, Science in Sport, Specialized, Cyclevox, Sigma Sport, Mavic, Ambrosia and Sportique.

www.londres-paris.com