



HOTCHILLEE

The HotChillee Summer of Cycling at BikeRadar Live

Five new cycling races are to be staged at the legendary Brands Hatch racing circuit this summer by HotChillee, the global marketing and events company.



The HotChillee Summer of Cycling – www.HotChillee.com - will be part of BikeRadar Live, Britain's biggest bike bash, to be held at Brand's Hatch in Kent on the weekend of July 10th and 11th.

The five races, for newcomers to elite riders, will see cyclists racing around the 1.2 miles (1.9km) of the Brands Hatch track, known as the “amphitheatre of champions”. Starting in the Brabham Straight, the cycling circuit will include the iconic sporting landmarks of Graham Hill bend, Clark curve and Stirling bend.

The Go Race is designed for cyclists new to road racing and is aimed at encouraging novice riders to experience a professionally organised race.

HotChillee’s Sven Thiele said: “With a British team competing for the first time in the Tour de France, the summer of 2010 is going to be the biggest yet for British cycling so we wanted to do something special to mark that.

“Everyone will be able to take part from the novice cyclist, new to the sport, to the elite rider. We wanted to show just how inclusive the sport of cycling is. There is something for everyone with our five HotChillee races.

“We’re really excited to be racing around Brands Hatch which is one of the world’s legendary sporting venues. We hope lots of people will be able to join us and we’re hoping to attract some big names to our rides.”

Ride Details:

Saturday

July 10th

16:30 - 17:30 - **4ths C+**

17:30 - 19:00 - **3rds Regional B**

Super Sunday

July 11th

12:00 - 13:00 - **THE GO RACE** - Open to newcomers (1 hour on the circuit)

12:00 - 13:00 - **WOMEN** E/1/2/3/4 Regional A

15:00 - 17:00 - **E/1/2** National B

The final race will conclude with five laps of The Devil format. The last rider on each of these laps will be eliminated by The Devil and taken off the circuit and out of the race.

The HotChillee circuit races will be the key road racing event of the weekend and will carry British Cycling points. There will have prizes after the event in place of Surrey League points. All rides will be held under the technical regulations of British Cycling.

Call 0871 230 1085 or book on line at <http://live2010.bikeradar.com/buy-tickets/>

HotChillee stages The London-Paris 2010 - the professional event for amateurs.

The HotChillee Summer of Cycling – Dare To Do It!