



## **Sportique help the Redgrave Crew to success in Race Across America**

Thanks to the various products supplied by Sportique, Sir Steve Redgrave's 8 man team, the Redgrave Crew, successfully managed saddle sores, road rash, tired legs and stiff muscles in the epic Race Across America.

Race Across America is a 3000 mile cycle race from West to East coasts, which Sir Steve's team completed in just 7 days 3 hours and 42 minutes, placing them 8<sup>th</sup> in the eight man category.



At one stage the team was as high as third, however Steve himself suffered a front tyre puncture while descending through the Appalachians just 230 miles from the finish. Steve's injuries included a dislocated finger, cracked cheek bone, 3 broken ribs and a broken wrist. No amount of Sportique Road Rash ointment could help him as he was whisked off to hospital while the rest of the team awaited the news of his injuries.

Previously the team had set up a blistering pace to be in sight of a podium finish, being amongst the fastest teams across both the Rockies, and until Steve's accident, Appalachian mountains'.

The effort of all eight riders, racing in a relay format, had seen them cross 13 of the 14 States encountered in the race, averaging just under 20 miles per hour, by the time Steve hit the deck, so it was a bitter blow for them to stop racing. However the concern for Steve's

health was the most important thing at the time and once reassured he was damaged but OK the team decided just to complete the journey rather than race further.

Team spokesman Peter McConnell commented, "Nothing can prepare you for a race like this, where you are literally on the go 24 hours a day for a week, either riding or trying to refuel and if at all possible rest. It was vitally important for us to manage our bodies as best we could and whenever possible prepared with Sportique Rider Cream and Warm Up Oil. These helped enormously to prepare tired muscles when it just wasn't possible to have a proper warm up. Our only regret is that we missed out on the podium, however it is great to see Steve recovering so well."

Talking about the Race afterwards Sir Steve said, "I couldn't believe my part in the Race came to such an abrupt end. Of all the things that possibly could have stopped me – tiredness, fatigue, diabetes; a simple blow out on the front wheel of a bike going around a corner caused so much pain. I was proud though of everyone in the team, both riders and crew and was pleased that the team finished the race, even though I couldn't."

The Redgrave Crew are raising funds for The Steve Redgrave Fund and Sport Relief, donations can still be made at [www.justgiving.com/redgraveraceacrossamerica](http://www.justgiving.com/redgraveraceacrossamerica)

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#### **Notes for editors:**

**RAAM: Race Across America** [www.raceacrossamerica.org](http://www.raceacrossamerica.org)

Since 1982 RAAM has become one of the world's most respected annual endurance events. It is one of the pinnacles of sporting accomplishment, globally seen as the highest rung of the endurance sports ladder. The Race Across America is an event so staggering that merely to finish is, for most, the accomplishment of a lifetime. RAAM inspires everyone that it touches. A monumental race contested with the utmost of sportsmanship and zeal. Truly, RAAM is larger than life. A breeding ground for champions, a testing ground for elite riders and a shining example of the strength of human spirit.

**Steve Redgrave Fund** [www.steveredgravefund.com](http://www.steveredgravefund.com)

The Steve Redgrave Fund aims to use the power of sport and sporting activity to bring about positive change in the lives of disadvantaged children, young people and their communities.

The Steve Redgrave Fund supports community groups, small charities and schools in areas of economic or social deprivation, predominately in the UK, who utilise sport and sporting activities - especially but not exclusively rowing - to promote physical and emotional well being, the inclusion of people having difficulties in their lives, community cohesion, and education.

The Steve Redgrave Fund (formerly known as The Sir Steve Redgrave Charitable Trust) was established as an independent charity in 2001. In 2008, the Trust teamed up with Sport Relief, and joined the Comic Relief family to form the Steve Redgrave Fund.

The Steve Redgrave Fund and Sport Relief are managed by Comic Relief, registered with the Charity Commission, No. 326568 (England/Wales); SC039730 (Scotland). 50 percent of all monies raised by the Steve Redgrave Fund will be given to Sport Relief.

**Sport Relief** [www.sportrelief.com](http://www.sportrelief.com)

As one of the UK's biggest fundraising events, Sport Relief brings the entire nation together to get active, raise cash and change lives. The Sport Relief Weekend took place from Friday 19<sup>th</sup> March to Sunday 21<sup>st</sup> March 2010 with the Sainsbury's Sport Relief Mile events across the UK on Sunday 21<sup>st</sup> March. All the cash raised by the public will help transform the lives of those living tough lives across the UK and the world's poorest countries.

Since its launch in 2002, millions of people have taken part in Sport Relief, helping to raise over £110 million. Sport Relief has a unique history of dedicated people doing extraordinary things to rise to the challenge, from David Walliams' astonishing swim across the English Channel to Eddie Izzard's truly amazing marathon a day around the UK. Further information is available on [www.sportrelief.com](http://www.sportrelief.com)

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### **Sir Steve Redgrave**

Having set out to win three Olympic Gold Medals at the beginning of his career, Steve went on to win an incredible five Gold's in five successive Olympic Games from 1984 to 2000.

Since retiring from competitive sport, Steve has maintained his habit of exceeding his targets. The Steve Redgrave Fund forged its way beyond the £5 Million target that Steve set when launching the charity in 2001 and that total has continued to build since joining forces with Sport Relief.

In addition to maintaining a busy schedule as a motivational speaker, Steve has spent his time developing strategic commercial relationships and, having helped London to win the bid to host the Olympics in 2012, is now committed to ensuring the event provides a lasting legacy for sport in the future as well as promoting the best of this country around the world in the run up to 2012.