



## London-Paris 2010 Partners Sportique Back Sir Steve Redgrave

Sir Steve Redgrave, five times Olympic Gold medallist, is coming out of retirement to tackle one of the most formidable challenges possible on a bike. He's competing in this year's Race Across America (RAAM) to raise funds for *Sport Relief* and *The Steve Redgrave Fund*.

The RAAM is known as *The World's Toughest Bike Race*, covering 3,000 miles from Oceanside, California to Annapolis, Maryland in 8 days. It crosses 14 American states, climbing the Rocky Mountains, descending to Monument Valley and contending with, deserts, prairies and plains with extremes of heat, cold, rain and snow.

Steve's racing with a team of former rowers with an average age of 47. The Redgrave Crew have been supported by **London-Paris 2010 partners Sportique** during their intensive training for the race using *Century Rider Cream*, *Warming Up Oil* and *Cooling Cream* to sooth aching legs. These will become invaluable assets during RAAM as the rider's bodies are pushed to the limit.

The Redgrave Crew are extremely grateful for all the support **Sportique** have provided. Pete McConnell one of the riders said "As this is such a huge challenge for Sir Steve and the rest of us, given our ages and lack of experience as cyclists, we need as much assistance as we can find. The Sportique products have been fantastic during training and we are hoping that they will help our backsides and legs maintain their form during the punishing days and nights of the race."

Asked about his reasons for taking on the RAAM, Sir Steve said, "I was looking for a challenge that would enable me to raise money for my charity, something I am very passionate about but would also challenge me to train hard again and get some real fitness back."

Steve's charity, *The Steve Redgrave Fund*, which is administered by *Comic Relief* 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 other team members, are Jonathan Spencer-Jones, Nick Spencer-Jones, Malcolm Cooper, Ian Neville, John Mottram, Francis Paxton and Peter McConnell.

Donations can be made at the Redgrave Crew's Just Giving Page [www.justgiving.com/redgraveraceacrossamerica](http://www.justgiving.com/redgraveraceacrossamerica) and the team's build up and progress during the race can be followed on [www.sirsteveredgravecrew.co.uk](http://www.sirsteveredgravecrew.co.uk)