



The 2010 HotChillee Alpine Challenge

HotChillee, organisers of the hugely popular, multi-stage London-Paris 2010, are taking to the mountains for their next challenge in September.

The HotChillee Alpine Challenge, a three-stage ride, takes cyclists to the mountains of France and offers them the chance to take on some of the climbs that dominate the Tour de France.



The HotChillee Alpine Challenge, on September 8th-12th, is cycling at its most exhilarating, covering 302km and nine major climbs from 630m to 1487m, with the event based in the breathtakingly beautiful lakeside town of Annecy in the French Alps.

Just as you would expect from a HotChillee event, the Alpine Challenge comes with all the benefits enjoyed by riders on The Tour - a professional crew, technical support, rolling road closures and motorcycle outriders. All riders taking part have to do is conquer the three mountain road stages.

HotChillee's Sven Thiele said: "The success of the London-Paris ride underlined how cyclists were looking for yet more challenges in the sport.

“We believe that the mountains offer exactly that. This beautiful part of France offers riders of all abilities the chance to pit themselves against climbs that can expose even the professionals.

“This is about fun too and the camaraderie that exists between people facing a major sporting challenge.

“Given that the event is set in one of Europe’s most beautiful towns only adds to the experience.”

Riding in two seeded groups for each of the three stages over three days, riders will tackle a timed section at the foot of each climb and return under escort as a group. The best timed rider will ride in the coveted “King of the Mountains” jersey the following day.

HotChillee cycling events have a world class reputation for professionalism and camaraderie. The HotChillee peloton combines amateur, professional and celebrity riders.

The event begins with registration and dinner on September 8th. The following day sees riders tackle the Col de Bluffy (630m) and the Col des Aravis (1487m). Day two includes the Col de Leschaux (900m), Col de Plainpalais (1174m) and the Col de la Cluze (1184m). The final day on the mountains means the Col de la Forclaz 1157m, the Col du Marais 843m, the Col de la Croix Fry 1477m and a return to the Col de Bluffy before the awards dinner in Annecy. Sunday, September 12th sees riders rest before their journey back to the UK via Geneva.

Demand for the 80 rider places is expected to be high and more information about how to enter will be released on www.hotchillee.com in the week beginning June 28th.