



## MEDIA RELEASE

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# CYCLING EVENTS TO KICK-START TAILEM'S NEW CHAPTER



Tailem Bend is about to begin a new chapter, as home to some of the nation's biggest events – and it all begins in less than seven weeks.

During the weekend of 13-14 January 2018 - not only will the Revolve24 endurance cycling event hit The Bend Motorsport Park, but the district will also play host to the third stage of the Santos Women's Tour Down Under.

These two events are expected to bring thousands of people to the district for the weekend, and the Coorong District Council is supporting efforts to ensure that community, business, industry and local families can benefit.

It will be an Australian first for the Revolve24 event, following successful events in the United Kingdom. Gold medal cyclist Stuart O'Grady is the race director and Adelaide's own Matt Glaetzer (who has just nabbed a world record for the one-kilometre sprint) will be taking part – bringing some serious star power to the event.

Revolve24 includes individuals and groups cycling The Bend track for either 6, 12 or 24 hours straight in relay challenges.

Mayor Neville Jaensch said it had been a long-time coming, but he was excited about the impact both events would have on the region, and more specifically on the Tailem Bend economy.

"There's a real buzz happening in our district right now," Mayor Jaensch says.

"We want people to get involved - whether it's through attending the events, helping us to decorate the streets, or being business-ready for the influx of visitors.

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“The best news is, the Revolve24 event has free admission, so it’s the perfect opportunity for everyone to get out to the site and witness an elite athletic event, right on their doorstep.

“It’s also a chance to take have a look at how The Bend facility is shaping up.”

The Council is also working with Revolve24 organisers to sponsor a local team (‘Team Coorong’) for the event. A group of eight men from the area, aged 16-56 years are signed up and in training right now. Members include Wayne Richardson (captain), Nathan Willason, Christopher Barker, Peter Clarke, Jose Valerio, James Mcinally, Benjamin Gallasch and Ian Hunt.

Council is also in the early stages of planning the best way to bring excitement and colour to the town as it hosts the third stage of the Santos Women’s Tour Down Under on the same weekend.

“It’s going to attract cycling enthusiasts from everywhere,” Mayor Jaensch says.

“People will want to be a part of the hype, atmosphere and witness some of the incredible athletes in action.”

The stage, which is the longest of the women’s event, christens the new Bend Motorsport Park with a neutral start towards Taillem Bend. The ride will travel along Lime Kiln, Trevena, Kulde, Station, Granites, Orland and Boundary Roads as they make their way via Murray Bridge to Hahndorf.

“It costs nothing to get out along the roadside and watch these incredible female athletes shoot past,” Mayor Jaensch says.

“The whole Tour Down Under festival brings our State so many incredible tourism and economic benefits, and now we get to be a part of it in the Coorong. I for one, am excited.”

The Council will be posting updates and details of the events on its Facebook page (including video footage of the first impressions from Stuart O’Grady and Matt Glaetzer of The Bend track). Keep up to date by following the Council online.

For more information on the Revolve24 event, visit [www.revolve24.com](http://www.revolve24.com).

For more information on the Santos Women’s TDU event, visit <http://tourdownunder.com.au/the-race/womens/stages/stage-3>.

- ENDS -

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