



Press Release
(for immediate release)

Share the Road team set to make impact

Wednesday September 28: A strong Share the Road team has been announced to compete in this year's Tour of Southland and it is set to make an impact – both on the road and off it.

The Share the Road team had a brilliant 2010 Tour, winning the overall team category. Jack Bauer placed second overall – by just two seconds, in the Tour's closest finish in history – and Jeremy Yates placed third.

This year Yates is back and will spearhead the team in his eighth Tour of Southland. The former junior world champion played a strong role in Share the Road's team success last year, and, after another successful year racing in Europe is looking to go two better in the individual race standings than his third place last year.

He will be joined by former Oceania and New Zealand under-23 champion Karl Murray, Chris Macic who has been achieving plenty of podium results in Belgium this season, and former Tour stage winner Justin Kerr.

Brett Tivers, who has been racing – and winning – in America and Canada this season, and Tom David, who recently competed for New Zealand in the World U23 Road and Time Trial Championships, will also join the team this year.

While team and GC success is very much at the forefront of the riders' minds, so too is the message the Share the Road team promotes – and that has played a large role in the team continuing to attract high quality riders.

"I'm really looking forward to riding for Share the Road again this year – it's a fantastic team environment and we're helping to spread such an important message to the community," Yates said.

"Cyclists are so vulnerable out there on the roads and it's up to everyone to ensure our roads are shared safely."

The Share the Road programme is funded by Road Safety Southland and delivered by Sport Southland. The overall Share the Road programme is designed to increase awareness of the Share the Road message, promoting safe cycling and the benefits of cycling to youngsters.

The annual Share the Road road-show will again visit schools throughout Southland in the lead-up to the Tour, highlighting the importance of safe cycling.

Sport Southland general manager Brendon McDermott, who plays a lead role in organising and managing the team, said the Share the Road concept was fantastic – from the team's traditionally strong showing in the Tour itself, to the message it promotes to Southlanders.

“It’s great that in recent years we have grown into a strong and highly competitive team,” he said.

“The riders we have for this year’s team are not only extremely talented, but off the bike they’re enthusiastic and keen to promote messages of cycling safety throughout the Southland community, which is great.”

“Last year, through the road-show, we took the Share the Road message to more than 5000 school-aged children throughout Southland and we’re hoping to do the same this year.”

Spreading messages of cycling safety and promoting cycling to young Southlanders is a key part of the Share the Road team, and it’s something the cyclists themselves are more than happy to endorse.

“The Share the Road message is very important,” Tivers said.

“We cyclists spend up to 30 hours a week on a bike and have to deal with the interaction of vehicles and cyclists every day. It’s important for all road users to be aware of each other on the roads.”

For more information on the Share the Road message and the team check out the website www.sharetheroad.org.nz or the Share the Road facebook page.

For more information please contact:

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