

Immediate release:

31 January 2012

Cycle event rolls into Margaret River

What: Margaret River Community Challenge

When: Saturday, 10 March 2012

Where: Starts and finishes at Xandau Winery, Boodjidup Road, Margaret River

Bicycling Western Australia heads to the South West to stage the *Margaret River Community Challenge* on Saturday, 10 March 2012. Commencing at Xanadu Winery, this community cycling event offers something for all levels of riders from a family-friendly 25km ride up to a more intense 110km challenge.

Following the recent fire devastation, BWA wants to help the community by presenting an event that encourages visitors to return to the region and show that Margaret River is back and 'open for business.' It also gives our South West supporters a chance to participate in a great ride closer to home.

"As a community based organisation, BWA is thrilled to stage an event with a genuine community focus," CEO Jeremy Murray says.

"We are expecting around 350 riders and their families to descend on the region and we are encouraging all of them to make a real weekend of it by staying over and exploring all the region has to offer."

Local riders are strongly encouraged to get involved with a special discounted registration fee for South West residents.

The Details

Commencing and finishing in the picturesque grounds of Xanadu Winery, the three available distances will cater for all riders including a 25km family ride, 60km cycle and a 110km challenge.

Following the event, a lunch will be served to all riders, giving them plenty of opportunity to share their experiences with other riders during the presentation of great prizes and awards.

Online registrations are now open and full details are available at www.bwa.org.au

Bicycling Western Australia (BWA)

Bicycling Western Australia is a community based not-for-profit organisation representing over 9,000 members and friends throughout the State. Our mission is to get *More People Cycling More Often* through events, education, community initiatives and advocacy.

Visit www.bwa.org.au for more information.

- END OF RELEASE -

Media Enquiries:

Nichola Gray
Membership, Marketing & Communications Coordinator
T: 08 9489 7003 M: 0402694178
E: nichola@bwa.org.au

Media Statements & Interviews:

Jeremy Murray
Chief Executive Officer
T: 08 9489 7003 M: 0419 867 837
E: jeremeym@bwa.org.au