



Media Release  
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## Bikefest gets ready to roll into the Hunter

Newcastle will come alive when Bikefest rolls into the Hunter on Saturday 25<sup>th</sup> and Sunday 26 October at Honeysuckle along our city's beautiful foreshore and scenic cycleways.

Bikefest is a not-for-profit community initiative, proudly presented in partnership with Hunter Prostate Cancer Alliance and the Heart Foundation, to promote better health through an active lifestyle.

An award-winning lifestyle event, Bikefest combines a **race**, **ride** and **expo** that encourages people of all ages and interests to make riding a bike part of their everyday lives, helping build a healthier, more liveable city, which is good for our people, economy and environment.

NRMA Director and Bikefest Ambassador, Kyle Loades, said he was looking forward to being part of the biggest cycling event in our region.

"Bikefest is an iconic event that brings together elite athletes, families, commuters, recreational cyclists, new and experienced riders, who all enjoy the benefits of cycling," said Mr Loades.

"From elite-level road races to kids' play and learning areas, swap meets and fashion shows as well as stalls and displays promoting cycling and healthy living, Bikefest offers something for everyone," he added.

The annual **Orica Mick Chapman Memorial Criterium** is in its third year and will attract Australia's biggest cycling talent in the U23 ranks, Caleb Ewan. He will be joined by fellow GreenEDGE rider Amanda Spratt – a former national road race champion and Olympian.

Orica Kooragang Island's General Manager, Greg Holmes, said the company is delighted to be the major supporter of the Hunter region's premier cycling event.

"The Mick Chapman Memorial Criterium is a highlight on the local sporting calendar, with its profile and popularity increasing every year," said Mr Holmes.

**The Jayco Newcastle Ride** offers a range of independent themed rides along stunning Newcastle Harbour and scenic cycleways. With catchy titles such as 'Two Cities', 'Frock n Roll', 'Artscape' and 'Food Peddlers', the scenic tours include Bathers Way and the Fernleigh Track.

**The Genesis Expo** will stretch along the Honeysuckle boardwalk, from the Maritime Museum to the Crowne Plaza and will showcase a variety of active living, good food, fashion, travel and knowledge, with fitness demonstrations to entertain the crowd throughout the day.

Managing Director of 10 Genesis Fitness Clubs and founder of *#inspireaworldofmovement* John Pirlo, said the expo is about more than just bikes, it's about our total wellbeing.

"The Genesis Expo will feature a mixture of local exhibitors all keen to pass on the message about fitness, eating well and cycling and I have created *#inspireaworldofmovement* to encourage Novacastrians to share and promote the benefits of a healthy lifestyle," said Mr Pirlo.

### Bikefest Event Details – Saturday 25 and Sunday 26 October 2014, Honeysuckle

Race – The Orica Mick Chapman Memorial Criterium will kick off at 8am.

Ride – Guided rides will run from noon on Saturday while Self-Guided Tour Maps for the Jayco Ride will be available from 9am to 2pm on Saturday and Sunday

Expo – The Genesis Expo will run from 9am to 2pm. Bike Polo demonstration on Saturday.

- Ends -

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Website: [www.bikefest.net.au](http://www.bikefest.net.au)

Orica Community Challenge: [mycause.com.au/events/](http://mycause.com.au/events/) Orica Community Challenge