

# Eden Project to Host Round 1 of UK StreetVelodrome Series

Submitted by: The StreetVelodrome Company

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The iconic Biomes of the Eden Project in Cornwall will provide a spectacular backdrop to three days of cycling when StreetVelodrome (<http://www.streetvelodrome.co.uk>) visits for the first time from May 6-8 for Round 1 of the televised UK Pro/Am Series.

It coincides with Eden's own big cycling event, the Eden Classic sportive on Sunday May 8, which starts and finishes in the former china clay quarry near St Austell.

The UK StreetVelodrome Pro/Am Series uniquely offers local amateur riders the opportunity to race alongside pro elite riders, for free, in a nationwide televised competition using its innovative pop-up velodrome track.

The weekend's action will also see the opening round of the UK StreetVelodrome Kids Series and the battle between the Sharks and the Tigers. The series offers an exciting opportunity for local kids to have an inspiring and fun cycle sport experience.

Eden is a globally-renowned destination, breaking records as winner of the Best UK Leisure Attraction award at the British Travel Awards for an unprecedented five years running. It is already established as a sporting and leisure venue with activities such as the Eden Marathon held every October, ice-skating throughout the winter and England's longest and fastest zipwire.

Last year it hosted its first mass-participation cycle ride with the launch of the Eden Classic, championed by Managing Director Gordon Seabright, former Chief Executive of CTC, the national cycling charity. More than 700 riders took part in the event, organised by Eden and fellow Cornwall-based charity Tempus Leisure.

Looking ahead to big weekend, May 6-8, Gordon said: StreetVelodrome's belief in providing inspirational opportunities is a great fit with Eden – and we all love bikes. Enabling schoolchildren, families, amateur and pro riders to take to the track at Eden at around the same time as the Eden Classic promises an epic few days of cycling."

Visitors to Eden Project can challenge their friends and family to try out StreetVelodrome for themselves on Saturday 7th May. Free equipment loan and coaching will be provided and visitors can reserve a place in sessions held throughout the day. For more details visit [www.edenproject.com](http://www.edenproject.com) (<http://www.edenproject.com>) .

Those who wish to enter the Round 1 of the UK StreetVelodrome Series and test their skills in the national competition can find out more and register in the online ballot for free entries by visiting [www.streetvelodrome.co.uk](http://www.streetvelodrome.co.uk) (<http://www.streetvelodrome.co.uk>).

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Editor's notes:

The StreetVelodrome Series is the World's only pop-up velodrome event. Within hours, any high street or public space is turned into a track cycling arena; offering a new level of spectator involvement and creating a completely new competition for both professional and amateur riders. The televised StreetVelodrome Pro/Am Series 2016 will take teams of pro riders around the country. Pro riders will be joined by the locally qualifying amateur riders helping them compete for the top slot in the Series Olympic style medal table. The tour also includes the StreetVelodrome Kids Series, an especially devised cycle sport event to create an inspiring introduction to cycle sport for children aged 3 to 15. All riders compete on identically prepared race bikes. Entry to the event for participants and spectators is completely free. The series will be televised in the UK and overseas. For more information on StreetVelodrome and the UK Series, visit [www.streetvelodrome.co.uk](http://www.streetvelodrome.co.uk) (<http://www.streetvelodrome.co.uk>)