

PRUDENTIAL RIDELONDON STREETVELODROME SUPERFINALS 2016

Submitted by: The StreetVelodrome Company

Wednesday, 27 July 2016

STREETVELODROME ALL SET FOR SUPERFINALS SHOWDOWN

The UK StreetVelodrome Series will see the climax to its televised nationwide competition take place at the Prudential RideLondon Festival Zone in Green Park on Saturday 30th July.

Download our Media Pack (http://media.wix.com/ugd/4d0fd7_21aba2bb13be4764aef5e13485649a23.pdf)

StreetVelodrome is the world's most accessible cycle sport which tours the UK with its innovative pop up track complete with dramatic banked corners. Six professional teams representing the different regions the tour visits have been competing in qualifying rounds right across the country. All StreetVelodrome events are free to watch and even to participate in. It's the only national televised cycle sport series which allows complete amateur cyclists to take part and even possibly influence the overall result.

The racing involves Olympic style track pursuit sprints with two riders going head to head. The winners progress through the knockout stages until the final showdown between the best two riders on the day. The teams compete for gold, silver and bronze medals and the team topping the medal table at the end of the Series wins overall.

But there's also a couple of other trophies to be won too. The Most Wins Trophy rewards the team which has been the most consistent throughout the Series and the Catch Trophy is awarded to the most aggressive team. A catch is scored when a faster rider hunts down their slower opponent catching them before the finish of the 3 lap sprint race.

However StreetVelodrome is not only about the pros. The Series enables keen amateur cyclists to enter the competition and see if they are good enough to make the finals. Over 480 budding amateurs took up the challenge and through the regional qualifying rounds the very best have made it to the SuperFinals. They will all join the six Pro Teams and help the pros represent their home region by competing in their own amateur categories (male and female).

This means on SuperFinals day there are twice as many medals, catch points and race win points to be won. So the current leaderboards could be turned up side down before the final deciding races of the Series.

As the teams roll into Green Park Team Cornwall pairing of Jess Stone and Matti Hemmings lead the way with 7 gold medals. However Team London, headed up by Anna Glowinski and Dave Johnson, are closing the gap with 4 gold medals. Angels of the North duo Jessica Watts and Patrick Robinson aren't far behind with 3 gold medals. But with 4 golds available to the teams any one of these top three could win.

Alongside the Pro/Am Series is the exciting NexGen Series for 12 to 15 year olds, this showcases exciting new talent. Plus there's the Kids Series for 3 to 11 year olds which offers a fantastic gateway to the exciting world of cycle sport to those just starting out.

Spectators enjoying the 100% view of the action are in for an absolute treat as they watch the final deciding races of 2016. Amateur Qualifying starts at 9.30am. Pro Qualifying begins at 12pm. The races will start at 2pm with 28 heart pounding races deciding the 2016 titles.

For more information visit www.streetvelodrome.co.uk

Notes:

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The UK StreetVelodrome Series is a nationwide competition involving six professional teams each consisting of two pro riders, one male and one female. The racing involves head to head Olympic style pursuit racing using an innovative pop up bank track. The series is filmed for broadcast on BT Sport and Bike Channel plus a number of overseas networks. The Series also enables local amateur riders to take part for free and to compete to take part in the SuperFinals event as part of the six pro team line ups. The Series also works with its host partners to promote cycling and cycle sport to a wider audience through its Cycling Futures initiative which enables parties of school groups to enjoy exclusive track coaching and fun race experiences. For more information on Cycling Futures visit www.cyclingfutures.org (<http://www.cyclingfutures.org>). For more information about the StreetVelodrome concept visit www.streetvelodrome.com (<http://www.streetvelodrome.com>).