

Cycling – Tesco Bank Tour 0' the Borders

Tesco Bank Tour 0' the Borders reaches riders milestone



Today (Wednesday 15th July) Tesco Bank Tour 0' the Borders announced 2,000 riders have now signed up to take part in the 2015 event, making it the biggest to date

This remarkable milestone comes with just under a month to go until the cycling challenge sets off from Peebles (9th August 2015), with riders enjoying some of Scotland's best road riding on a route closed to all cars and other traffic.

News of this breakthrough, positions Tesco Bank Tour 0' the Borders as the fastest growing cycling sportive in Scotland.

On hand to help make the announcement were four of this year's participants who posed for photos against the backdrop of the Cademuir Road – a beautiful location, one of many on the stunning route.

Tour 0' the Borders began in 2012 when 300 riders took part, but has quickly grown into one of the biggest closed-road cycling events on the Scottish calendar, and in January it was announced that Tesco Bank would be the main partner.

In June, a new route, the '88 Challenge' was announced, which enjoys the same Borders scenery, and the iconic Talla climb that riders in the original '120 Challenge' will experience. At 88.8km (55 miles) it will be a little easier on riders' legs and allows cyclists of all abilities to participate in the event.

Riders can register to take part in either the '88' or '120' Challenges at www.tourotheborders.com

Neil Dalglish, Event Director at Tesco Bank Tour 0' the Borders said:

"It's fantastic to see so many people signed up already. The organizing team are all keen riders and part of the Borders cycling community, so for us to be able to share this superb route with cyclists from all over the UK and beyond is a real pleasure. Closed road events are a real treat to take part in and we're aiming to make this a hugely enjoyable and exciting event for everyone. The route is a cycling classic."

Adele Mills, Senior Community Investment Manager at Tesco Bank added:

"Tesco Bank is proud to support the communities we serve and we are particularly keen to support event an event that makes such a positive impact on the local area. We're delighted that 2,000 riders have signed up to Tesco Bank Tour 0' the Borders and look forward to welcoming them all on the day".