

News Release **Minister Leon Bignell**

Minister for Tourism

Sunday July 6, 2014

Glenelg to Mount Barker challenge for 2015 Bupa Tour

Cycling enthusiasts will ride from Glenelg to Mount Barker in the Bupa Challenge Tour presented by The Advertiser at next year's Santos Tour Down Under.

The Bupa Challenge Tour will follow the race route for Bupa Stage 4 of the Santos Tour Down Under on Friday January 23, 2015.

Tourism Minister Leon Bignell said amateur cyclists will be able to test themselves on the challenging route to Mount Barker just hours before the professionals tackle the stage.

"With the route for the Bupa Challenge Tour close to Adelaide, we're hoping for a record number of cyclists," he said.

"It's the first time the Santos Tour Down Under has finished in Mount Barker.

"The start of the Southern Expressway will also be part of the route for the first time since its upgrade, and the cyclists will face a stern test on Main South Road at Sellicks Hill - the Subaru King of the Mountain location.

"This year 6,602 riders participated in the Bupa Challenge Tour, including 2,020 riders who travelled from interstate and 107 from overseas to take part."

Santos Tour Down Under Race Director Mike Turtur said next year's Bupa Challenge Tour would provide riders with four different starts and ride distances all starting and finishing close to the city.

"Cyclists have the option to choose to ride the full distance of 151.7km from Glenelg or a shorter challenge that is right for them with three other starts: Willunga (118.7km), Mt Compass (77.5km) or Macclesfield (27km)," he said.

Bupa's General Manager, South Australia, Daniel Gallagher, said Bupa was looking forward to its involvement with the event once again in 2015 as part of a long-standing commitment.

"We're tremendously excited to sponsor the Bupa Challenge Tour for the ninth consecutive year," he said.

"It's an iconic cycling event which truly resonates with Australia's cycling public and reiterates our goal of helping people lead longer, healthier, happier lives. Now is the time to register, set some goals and start training for next year's event."

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Early bird registrations are open from today until July 31, while regular registrations will open from August 1 to January 14, 2015. Riders are encouraged to register early with the added incentive of going into the draw to win the ultimate Santos Tour Down Under weekend VIP experience.

Professor Brenda Wilson, Chief Executive, Cancer Council SA said for the seventh consecutive year Cancer Council SA was the official charity partner of the event.

“We are encouraging everyone to join the team of champions who will ride to beat cancer in the Bupa Challenge Tour,” said Professor Wilson.

“By making their ride count and riding for a reason, these cyclists are leading the fight against cancer by funding critical cancer research through Cancer Council’s Beat Cancer Project, which deals with all aspects of cancer. Everyone who raises more than \$1,000 for [Cancer Council's Ride for a reason](#) will get their own cycling kit and have their entry fee reimbursed.”

Teams of five riders or more can register up until Friday October 31 and have their team name printed on their jersey as well as go into the draw VIP hospitality tickets to MAC Be Safe Be Seen Stage 6 of the Santos Tour Down Under.

START - FINISH	DISTANCE (KM)	EARLY BIRD PRICE (6 July - 31 July)	REGULAR / PRICE (1 August – 14 January)
Glenelg to Mount Barker	151.7 km	\$130	\$145
Willunga to Mount Barker	118.7 km	\$130	\$145
Mount Compass to Mount Barker	77.5 km	\$105	\$120
Macclesfield to Mount Barker	27 km	\$85	\$100

**Bupa members, Cycling Australia members and UniSA staff are entitled to the members' price.*

The 2015 Santos Tour Down Under will be held from January 17 to 25. The race routes and stage details for next year’s event will be announced on Monday July 14.

For all the latest news and event updates visit www.tourdownunder.com.au