DUO GEAR UP FOR TOUR OF BRITAIN CHALLENGE TO ASSIST BRITISH CYCLING TALENT

A business leader and world record holder will be the first riders to complete this year’s OVO Energy Tour of Britain, as they take on the route one day ahead of the elite professionals in a bid to raise £50,000 for the future of the sport.

Phil Jones, managing director of Brother UK, and James Golding, holder of the world record for the furthest distance cycled in seven days, are cycling the 1,136km route to raise money for the Dave Rayner Fund, a trust set up to help promising riders fulfil their potential as professional cyclists.

Departing from Pembrey Park at 9am on Saturday 1st September, the pair will ride the first seven stages of the route over consecutive days, before completing the final stage in London on Sunday 9th September – the same day the elite cyclists will cross the finish line.

Phil Jones, pioneer of the fundraising project, said: “The recent Tour de France victory of Geraint Thomas has helped to shine a spotlight on cycling and show people across the country what talent we have here in the UK.

“What’s not always recognised is how challenging it is to become a professional in the sport, particularly for those who don’t have the financial backing or are not part of the elite programme of British Cycling backed by Sport England. The Dave Rayner Fund helps to overcome this by providing promising cyclists with the funding they need to make it professionally, helping to ensure British cycling continues to thrive outside of the Olympic programme.

“If we can get 10,000 people to donate just £5 then we’ll have hit our £50,000 target. We know it’s a big ask but considering 800,000 viewers tuned in to watch the race every day last year and hundreds of thousands will be by the roadside, it’s definitely achievable if we all pull together for the future of the sport.”

James Golding not only holds a world record but has also taken on many challenges to raise millions of pounds for charities including Macmillan Cancer Support, after twice beating cancer himself.

James said: “I’ve certainly taken on some major challenges over the years and this is up there with the toughest. This is different to most of my recent challenges, there’s a lot of transfers, a lot of moving around and every day is a different location. Both Phil and I have trained very hard for this. There’s no doubt it will be a challenging week, but it’s something we’re both very passionate about and that will get us through. Not only does it help to keep us active and push our boundaries, it’s something we’ll be able to look back on with great pride in years to come.”

Phil and James will be joined by a range of guest riders along the route including former Welsh rugby captain Ryan Jones, GB para cyclist, veteran and adventurer Jaco Van Gass, plus members of the many professional teams that Brother UK support.

Mick Bennett, Race Director for Tour of Britain, said: “The Dave Rayner Fund has enabled some of this country’s most promising talents to further their careers and reach the very highest levels of the sport, so it is a cause that we wholeheartedly support.

“We would encourage all the fans of the OVO Energy Tour of Britain to get behind Phil and James’ challenge, whether by looking out for them and cheering them on over the eight days, or by donating to their fundraising efforts to help them reach their target.”
The Dave Rayner Fund was set up in 1995 in memory of former English professional cyclist Dave Rayner, and has supported over 250 riders since then, including David Millar (retired), Charly Wegelius (retired), Hannah Barnes (Canyon SRAM), Tao Geoghegan Hart (Team Sky), Abby Mae Parkinson (Drops Cycling), Ian Stannard (Team Sky), Dan McLay (EF Education First -Drapac), Dan Martin (UAE Team Emirates) and Adam Yates (Mitchelton-Scott).

The UK’s No.1 Alcohol-free wine Brand, Eisberg, is the title sponsor for Phil and James’ challenge, which has been named #TOB1DA.

Show your support for #TOB1DA and donate via their JustGiving page here: https://www.justgiving.com/crowdfunding/TOB1DA

Follow Phil and James’ journey on Twitter: @roadphil #TOB1DA

ENDS

Media contacts

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Breakdown off#TOB1DA route and guest riders

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<tr>
<th>Stage</th>
<th>Date</th>
<th>Departing</th>
<th>Arriving</th>
<th>Distance</th>
<th>Guest riders</th>
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| 1     | Sat 1st Sept | Pembrey Park, 9am | Newport, approx. 4.30-5pm | 174.8km  | Ryan Jones (former Welsh rugby captain)  
2 X members of Welsh Cycling Academy  
Corinne Hall – GB para cycling gold medallist and multiple world gold medallist. |
| 2     | Sun 2nd Sept | Cranbrook, 9am | Barnstaple, approx. 4.30-5.30pm | 174.9km  | Fiona Redding – Fusion RT, top tier women’s cycling team  
Jenny Hudson – Fusion RT, top tier women’s cycling team  
Melissa Brand - Team OnForm, national cycling team  
Lucy Austin, Army Cycling team |
| 3     | Mon 3rd Sept | Bristol, 9am | Bristol, approx. 3-4pm | 127.2km  | Jaco Van Gass, GB para cyclist, army veteran and adventurer  
Stuart Williams, Chairman of Army Cycling  
4 X members of Army Cycling team |
| 4     | Tues 4th Sept | Nuneaton, 9am | Leamington Spa, approx. 4.30-5.30pm | 183.5km  | TBC |
| 5     | Weds 5th Sept | Barrow in Furness, 9am | Whinlatter, approx. 4.30-5.30pm | 168.3km  | 2 X members of Crimson Performance Race Team  
Gemma Sargent, Team OnForm, national cycling team |
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<tr>
<th>Date</th>
<th>Location</th>
<th>Distance</th>
<th>Guests</th>
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<tr>
<td>6 Thurs</td>
<td>Cockermouth,</td>
<td>14.0km</td>
<td>2 X members of Vitus Pro Cycling Team</td>
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<tr>
<td>6 Sept</td>
<td>12pm approx.</td>
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<tr>
<td>7 Fri</td>
<td>West Bridgford,</td>
<td>215.6km</td>
<td>Emily Meakin, Fusion RT, top tier women’s cycling team</td>
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<tr>
<td>7 Sept</td>
<td>9am approx. 6-6.30pm</td>
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<td>Laura Winter, presenter and journalist from Voxwomen, women’s cycling website</td>
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<tr>
<td></td>
<td></td>
<td></td>
<td>Cherie Pridham, former professional cyclist and owner of Vitus Pro Cycling Team</td>
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<td></td>
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<td>Bryan Steel, English former professional racing cyclist</td>
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<td>Chris Walker, English former professional cyclist</td>
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<td>8 Sun</td>
<td>London, 9am</td>
<td>77km</td>
<td>Invited guest riders (tba)</td>
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<td>9 Sept</td>
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**Interview opportunities**

Both Phil Jones and James Golding will be available for media opportunities, including TV and radio interviews and photo calls, at the start and end of each day.

There may also be opportunities to interview guest riders at various stages of the race and ride.

Please contact the media office to co-ordinate:

**TOB1DA media office team – TOB1DA@citypress.co.uk**

**Jo Tarkowski / joanne.tarkowski@citypress.co.uk** (0161 235 0333)

**About Phil Jones**

Phil Jones MBE is the Managing Director of Brother UK. Headquartered in Manchester since 1968, the UK division of the international technology business recently won its second Queen’s Award, this time for Sustainable Development. In 2016, Jones received an MBE for Services to Business in the Queen’s birthday honours and is a passionate road cyclist. The #TOB1DA ride will celebrate his ten years back on the bike, as well as his 50th birthday and Brother’s 50th anniversary.

Twitter/Instagram: @roadphil

**About James Golding**

James Golding holds the world record for the greatest distance cycled in seven days (2,842.2km), but perhaps his greatest achievement lies in beating cancer - twice. His first diagnosis, in 2009, uncovered an 11.5cm tumour. Two years later, while cycling across America, he learned that the cancer had returned, but continued riding, resolving to beat the disease again - another of the many goals he has achieved. Golding has raised millions of pounds for MacMillan Cancer Support and next year will attempt to win the Race Across America.

Twitter: @jamesgolding1 Instagram: @jimmythelink

**About the Dave Rayner Fund**

The Dave Rayner Fund was established in 1995 in memory of the late Dave Rayner, a brilliant young cyclist from Yorkshire who earned a place in the European peloton in an era when only a handful of British cyclists were chosen by

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the biggest teams in professional cycling. Rayner’s life was cut tragically short in 1994. The fund set up in his memory has propelled a host of young British riders to the highest level of the sport, including David Millar, Charlie Wegelius, Hannah Barnes and Adam Yates.

Twitter/Instagram: @daveraynerfund

https://www.daveraynerfund.co.uk/

**Donation CTA**

Let’s all pull together. Show your support and donate via the JustGiving page here: https://www.justgiving.com/crowdfunding/TOB1DA