



**All the fun of the ride:** Last year's event celebrated a weekend of all things cycling

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# Riding to the rescue

## MY PRUDENTIAL RIDE LONDON IS GOING VIRTUAL TO CELEBRATE CYCLING AND TO RAISE ESSENTIAL FUNDS FOR CHARITIES

THIS weekend, riders of all ages and abilities are being encouraged to get on their wheels and join in an exciting, free event, based on the traditional Prudential RideLondon, and have fun while raising crucial funds for charity.

Since the first Prudential RideLondon took place in 2013, it has become the world's greatest festival of cycling, with 100,000 riders regularly participating and more than £77m raised for thousands of charities. This year, with the actual road events cancelled, My Prudential RideLondon consists of four challenges, which participants can ride on a route of their choice over the weekend.

As an added incentive, every rider aged over 18 who registers can enter a competition to win prizes, including a new Brompton bicycle and top-of-the-range cycling equipment. Registrations can be made anytime during the weekend.

### DO IT YOUR WAY

You can freestyle (starting from 1km) with the Freecycle challenge. Take your pick of wheels – bikes, push scooters, skateboards, trikes, balance bikes, roller skates, wheelchairs or anything that is self-propelled – and ride where you choose, even in your back garden.

For more experienced riders there are three choices: My Prudential RideLondon-Surrey 19 (19 miles); My Prudential RideLondon-Surrey 46 (46 miles); and My Prudential RideLondon-Surrey 100 (100 miles).

People can ride by themselves, or with family and friends and they don't even have to be in London to participate – they can ride anywhere in the country.

Hugh Brasher, event director of Prudential RideLondon, explained: 'After the disappointment of the cancellation of Prudential RideLondon, we were determined to create something special for our riders, partners and the hundreds of charities that rely on the event for vital income.'

'It is completely free and offers a fundraising challenge for everyone,



**Practise some pedal power this weekend:** The event will raise vital funds for charities struggling during the pandemic. PRUDENTIAL RIDE LONDON

whether that's an amateur rider doing 100 miles or a family enjoying a 1km bike ride together.

'It can be done wherever you are and at any time over the weekend. Whatever you do, we urge you to raise funds for a charity of your choice – and have fun!'

### STAR TURNS

Teams of stars from all fields of sport are also taking part, including one led by England rugby's World Cup-winning captain Martin Johnson. His team is cycling 100 miles to raise money for the Switch the Play Foundation charity. Johnson will be joined by former

England team-mate Leon Lloyd, world champion triathlete Kate Strong, Paralympic and world champion rower David Smith, former Northern Ireland footballer Paul McVeigh and Wasps rugby club's Sarah Mitchelson.

There is also a newly launched My Prudential RideLondon app, which has some great features including a GPS function that enables friends and family to follow a rider's progress, selfie frames to give personalised finisher photographs and a direct donation button.

To register and for more information about the event, visit [www.myridelondon.co.uk](http://www.myridelondon.co.uk)

## Get ready to ride

If you are new to cycling, or want to become more adept, Tfl's new Cycle Skills course covers everything from getting your bike set up for your first ride, cycle maintenance and tips for cycling safely with children. People who complete the Cycle Skills training

will be given a code to enter at a Santander Cycles terminal, online or using the app, to give them a day's worth of 30-minute journeys at no charge. To access Tfl's Cycle Skills training course, visit [cycle-skillsonline.tfl.gov.uk](http://cycle-skillsonline.tfl.gov.uk)

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