

workforce Enter the **WORKFIT** 2013 Cycling Challenge

Advertisement Feature

ON the weekend of January 19 and 20 2013, businesses and NHS organisations are invited to try the Workforce Workfit Cycling Challenge.

In partnership with Storck high performance cycles and Alchemist Fitness personal trainers, NHS North East aims to get more people of the sofa and on to their bikes in 2013.

Enter your team of three cyclists for the 15 minute time trial and book your slot either at Eldon Square on Saturday, January 19, or at Gateshead Metrocentre on Sunday 20.

Each cyclist will have five minutes on a high-performance static bike fitted with a Tacx Turbo Trainer which will take you through some spectacular virtual scenery. Each team's total will then be added to the leader board.

At the end of the weekend the winning teams (men and women) will win the Cycle Challenge Prize.

2013 CYCLE CHALLENGE PRIZE

● **Winners will have a very special VIP day riding experience in the beautiful Northumberland countryside with Storck Bicycles. The ride will start at The Forge Cafe, Allendale, and each winner will get to ride the latest 2013 Storck Road bikes for a 25 mile loop, finishing back at the Forge Cafe where the legendary "cyclist pies lunch" will be served and homemade cakes. Each winner will also receive a Storck goody bag of cycle clothing and accessories.**



Alchemist Fitness personal trainers will also be on hand to offer specialist advice and a sports specific exercise programme for cyclists.

There will also be lots of other information about cycling routes, cycling products and how to get started if you'd like to do more cycling in the New Year, whatever your fitness level.

Elaine Wilson who has been this year's Olympic Ambassador for the North East said: "We wanted to do something around cycling as it has been such a spectacular success at this year's London Olympics.

"We have contacted the Bradley Wiggins Foundation and we're hoping that he will endorse our challenge so watch this space!

"Our ultimate aim is to get more people engaged in physical activity across the North East and cycling is a great way of getting people involved no matter what their fitness level."

For more information contact elaine.wilson@northeast.nhs.uk or call 0191 275 4612.

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challenge

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