

Media Release



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100 Days: The countdown is on

With 100 days until the 2011 Santos Tour Down Under begins, the event is today celebrating after being named Best Tourism Event at the Australian Event Awards.

Beating off strong competition including the Sydney 2009 World Masters Games, the Tour was named best tourism event for the second consecutive year.

Hot off the back of the UCI Road World Championships and Australia grabbing numerous cycling golds at the Commonwealth Games, Santos Tour Down Under Race Director Mike Turtur says cycling is in the world's spotlight.

"Last week's UCI Road World Championships were fantastic and the elite men's race a real spectacle. If cycling fans enjoyed that day of cycling at its highest level, then they need to come to our race in January and see six days of elite cycling action," says Mike Turtur.

"Preparations and rider negotiations for the 2011 Santos Tour Down Under are well underway and we're looking forward to another great race."

"Now is the time for all cycling fans to book their tickets, lock in their accommodation and become involved in the first UCI ProTour event of the 2011 season."

Entries for the Mutual Community Challenge Tour public ride are selling quickly and tickets for the Legends' Night Dinner and Club Tour are now on sale.

In 2010, a record 8099 people rode in the Mutual Community Challenge Tour and a more than 2000 strong audience attended the Legends' Night Dinner.

"The 2010 Santos Tour Down Under was a huge success, drawing record crowds of more than three quarters of a million and providing a \$41.5million boost to the State's economy. We anticipate another great and successful event in 2011," says Mike Turtur.

Team and rider announcements are expected over the coming months and the full Santos Festival of Cycling calendar of events will be unveiled next month.

"In 2010 we had the strongest field of competitors in the race's history and all indications are that we'll have another stellar line up in 2011," says Mike Turtur.

"Once the ProTour teams are confirmed and their rider rosters locked in, we will start to announce who will compete here in Adelaide in January."

The 2011 Santos Tour Down Under will be held in Adelaide and regional South Australia from 16-23 January 2011. For further information visit www.tourdownunder.com.au

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Santos Tour Down Under
Adelaide 16-23 January 2011
tourdownunder.com.au

