



Friday 11 August 2017

TOUR DE YORKSHIRE CHARITY PARTNERSHIP SMASHES FUNDRAISING FIGURE

The Tour de Yorkshire's partnership with Alzheimer's Society has smashed all targets in 2017, raising over £100,000 for the charity.

Welcome to Yorkshire unveiled Alzheimer's Society as its official charity partner for the 2017 Tour de Yorkshire last December. Both teams have worked closely since then to raise as much money as possible and maximise the benefits for people affected by dementia.

Representatives from Alzheimer's Society were present at every Tour de Yorkshire roadshow in the lead up to the race and launched a whole host of imaginative activities during the three days of action between 28-30 April. These included interactive experiences in the fan zones at each of the start and finish locations, a variety of community activities, and a central position in the official race caravan.

In addition, over half the total figure raised was achieved by entrants of the Maserati Tour de Yorkshire sportive who chose to ride in support of the charity.

Sir Gary Verity, Chief Executive of Welcome to Yorkshire, said: "Achieving this landmark figure is tremendous news and I am immensely proud that the Tour de Yorkshire has helped raise such a huge amount for a very deserving cause.

"Alzheimer's Society delivers an invaluable service and we sincerely hope this money will make a difference to the 67,000 people living with dementia in Yorkshire, and hundreds of thousands more around the UK."

Michael Dent, Director of Fundraising at Alzheimer's Society, said: "It was incredible to see so many fundraisers uniting against dementia and supporting Alzheimer's Society during the Tour de Yorkshire. They all played their part in reaching this amazing total.

“The funds raised will help us in various initiatives, one of which is growing our Side by Side programme which supports people with dementia and enables them to take part in the activities that they’ve always enjoyed, and even try new ones.

“The programme also helps people maintain better physical and mental functions and it may help slow their rate of decline. It is already having an impact in Scarborough, Whitby and Ryedale and we are currently recruiting volunteers for a new service in Craven, Airedale and Wharfedale.”

To celebrate the achievement and the impact it will have, representatives from Welcome to Yorkshire and Alzheimer’s Society reunited with some of the cyclists who took part in The Final Mile charity ride on Friday 28 April.

That initiative raised vital funds and awareness and allowed Alzheimer’s Society service users to ride accessible bikes provided by volunteers from Scarborough and Ryedale Community Cycling (SRCC).

Participants rode the last mile of the Tour de Yorkshire stage into Scarborough and received an amazing reception. It demonstrated that people affected by dementia can still be active in their community and enjoy activities they have always taken part in, despite their diagnosis.

A photograph from that reunion accompanies this press release. From L to R: Ken Abram, Rob Brown (Scarborough and Ryedale Community Cycling), Carol Steel, Lucas Armstrong, Amelia Breckon, Julia Thompson, Ruth Armstrong (Services Administrator for Alzheimer’s Society), Janet Deacon (Area Director at Welcome to Yorkshire), Aimée Maguet (Corporate Fundraiser for Alzheimer’s Society), Derek Megginson, Dot Fell, Nick Howes (Head of Sports Media at Welcome to Yorkshire), Pauline Slater, John Fell, Dave Myers, Finley Armstrong, Tim Kirkup (Chair of Scarborough Dementia Action Alliance), Steven Asquith and Fraser Asquith.

ENDS

Notes to editors:

- The Tour de Yorkshire was launched in 2015 to extend the legacy of the 2014 Grand Départ.
- The men’s race is a three-day event with a 2.1 UCI Europe Tour classification.
- The single-day Asda Women’s Tour de Yorkshire was awarded 1.2 status in 2016.
- 2.2 million spectators lined the route for the 2017 edition, up from 2 million in 2016.
- The 2017 edition was watched by 9.7 million TV viewers in 180 countries.
- The 2017 edition generated £64 million for the Yorkshire economy.
- Our ambition is to grow the men’s Tour de Yorkshire to a four-day race and extend the women’s race to two days.

- The race is supported by Yorkshire Bank, Yorkshire Bank Bike Libraries, Asda, Virgin Trains East Coast, Dimension Data, Doncaster Sheffield Airport and Flybe, Mug Shot, Aunt Bessie's, JCT600, Tissot, Le Coq Sportif and Mavic.

The official Tour de Yorkshire website can be found at www.letouryorkshire.com
More information on Alzheimer's Society can be found at www.alzheimers.org.uk
Visit Scarborough and Ryedale Community Cycling at www.srcommunitycycling.co.uk

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