



## TOUR DE YORKSHIRE WEBSITE SHIFTS UP A GEAR

A brand-new website has been launched to make sure cycling fans have the very best online experience of the Tour de Yorkshire.

The new site at [letouryorkshire.com](http://letouryorkshire.com) will mean faster access to all the race essentials including route maps, rider information, and the best places to watch the action in person. It also houses an archive section which includes full details of all the previous editions - including the 2014 Tour de France Grand Départ – along with a brand-new, user-friendly search facility.

Four million people currently access the site each year and the new design should mean a much smoother experience for all.

During the race itself users will now be able to keep right up to date with the action thanks to a neat, one stop area on the home page which will feature all the latest race information.

**Pete Wilson, Digital Director at Welcome to Yorkshire, said:** “Whether you’re an avid cycling fan who wants all the latest information or a novice who just wants a great overview, this site has it all.

“It’s the perfect place to plan how to watch the race and get the most out of your visit to Yorkshire. The online experience is vastly improved, faster and much more stable than before, especially for the millions who check it out during the race itself.”

**Sir Gary Verity, Chief Executive at Welcome to Yorkshire, said:** “As well as being a world-class bike race the Tour de Yorkshire is all about showcasing our amazing county and this brilliant new website delivers on both those fronts.

“It’s the perfect way for enthusiasts to learn more about the race as excitement builds for the 2018 edition. It’s also a mine of easily accessible information for those who just want to enjoy the spectacle and soak up the unbeatable atmosphere.”

Full route information for the 2018 Tour de Yorkshire and the Asda Women’s Tour de Yorkshire will go live on the site as soon as Sir Gary Verity has revealed the details at a press conference at The Piece Hall in Halifax on Tuesday 5 December.

ENDS



## Notes to editors:

- The Tour de Yorkshire was launched in 2015 as a legacy of the 2014 Grand Départ. It is organised by Welcome to Yorkshire and the Amaury Sport Organisation.
- The men's race holds a 2.1 UCI Europe Tour classification.
- The Asda Tour de Yorkshire Women's Race 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.
- 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](http://www.letouryorkshire.com)

More information on Bike Libraries can be found at <http://bikelibraries.yorkshire.com>

To apply to be considered as a Tour Maker visit <http://letour.yorkshire.com/tour-makers>

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