



Wednesday 3 January 2018

### TOUR DE YORKSHIRE SHOWS GO BACK ON THE ROAD

Welcome to Yorkshire has unveiled the first set of Tour de Yorkshire roadshows which will take place across the county in the run up to this year's races.

The roadshows give a detailed view of the route and provide local residents, businesses and community groups with all the information they need to embrace the fourth edition.

Welcome to Yorkshire is joining forces with local authorities to run the shows at a variety of venues along the 2018 route and information will be shared on how to get involved, build excitement and maximise the benefits of worldwide media coverage between 3-6 May.

Details on road closures, the annual sportive and Welcome to Yorkshire's various cycling legacy projects will be discussed, along with ways people can become official Tour Makers or take part in the ever popular best dressed and land art competitions.

Marketing, website and social media tips will also be provided, as well as ways businesses can embrace the huge influx of visitors that come to watch the action in person.

Welcome to Yorkshire Chief Executive Sir Gary Verity said: "The Tour de Yorkshire and Asda Tour de Yorkshire Women's Race are now recognised as some of the best supported races in the world and that's down to the great people of this county taking them to their hearts.

"We run these roadshows to share information about how the races work and to encourage people to show off their community to a global TV audience of almost 10 million people.

"I'd encourage everyone who lives or works on the route to come along, ask questions and get inspired on how we can all make the 2018 edition the biggest and best one yet."

### The first set of 2018 Tour de Yorkshire roadshows are as follows:

Tuesday 9 January: Doncaster – 2:30pm - 4:30pm

Thursday 11 January: Beverley – 10am - 12pm

Monday 15 January: Scarborough – 5pm - 7pm



Tuesday 16 January: Richmond – 5pm - 7pm  
Wednesday 17 January: Catterick – 5pm - 7pm  
Thursday 18 January: Barnsley – 5pm - 7pm and Bedale – 7:30pm - 9:30pm  
Wednesday 24 January: Leeds – 5pm - 7pm  
Thursday 25 January: Ilkley – 13:30pm - 15:30pm  
Tuesday 30 January: Middleham – 5pm - 7pm  
Wednesday 31 January: Leyburn – 5pm - 7pm  
Thursday 1 February: Carlton – 5pm - 7pm  
Thursday 22 February: Rossington – 5:30pm - 7:30pm  
Tuesday 27 February: Elsecar – 5pm - 7pm  
Wednesday 7 March: Hooton Pagnell – 10am - 12pm

More dates are being added all the time and full details on how to register can be found at <http://letouryorkshire.com/information/roadshows>

Tour Makers are a passionate and reliable team of volunteers who represent the welcoming face of Yorkshire for spectators throughout the three days of action. Being a Tour Maker offers a fantastic opportunity to be part of the race. Information on how to become one can be found at <http://letour.yorkshire.com/tour-makers>

**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 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.
- The race is supported by Yorkshire Bank, Yorkshire Bank Bike Libraries, Asda, Dimension Data, Virgin Trains East Coast, Tissot, Le Coq Sportif, Mug Shot, RAGT Seeds, Named Sport and Mavic.

The official Tour de Yorkshire website can be found at [www.letouryorkshire.com](http://www.letouryorkshire.com)

More information on Yorkshire Bank 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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