



THE YORKSHIRE POST

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HELP US GET YORKSHIRE DRESSED UP TO THE NINES – FOR THE 2018 TOUR DE YORKSHIRE!

A new competition that will honour towns, cities and villages who go all out with their decorations to welcome the 2018 Tour de Yorkshire has been launched.

The inaugural Best Dressed competition, in association with the Yorkshire Post, has four categories: Best Dressed Village, Best Dressed Town, Best Dressed Host Location and Spirit of Le Tour.

The Best Dressed awards will be given to locations with the most spectacular, eye-catching decorations. The Spirit of Le Tour award will recognise an individual, community or business which has gone above and beyond to fully embrace the essence of the Tour de Yorkshire in a unique way.

Previous races have been celebrated with everything from spotty houses, dyed sheep, miles of handmade bunting, fantastic floral displays and incredible yarn bombing. We've even seen Tour de Yorkshire themed food like blue and yellow fish and chips, chocolate trophies, specially designed cakes and pies and even themed beers.

This year's Tour de Yorkshire passes through 169 cities, town and villages, more than any previous edition with images of our county beamed to more than 180 countries across the world, showcasing Yorkshire at its very best to millions of people.

After the race, the top four entries in each category will be shortlisted, with the eventual winner being decided by a public vote on twitter, @letouryorkshire. The winner of each category will be presented with an exclusive commemorative plaque to display in their community.

Sir Gary Verity, Chief Executive of Welcome to Yorkshire, said:



“Every year I’m blown away by the creativity of people who pull out all the stops to decorate their home towns and villages to celebrate the Tour de Yorkshire – which is so much more than a bike race, it’s about bringing people together.

“I couldn’t be prouder of the way our communities get together to make sure their towns and villages look their very best as we showcase our glorious county to the world. This competition is inspired by that passion and dedication which must be recognised and rewarded.

“We’re encouraging people to get their village, town or city fully decorated by Easter, to make sure they benefit during this peak tourism period just ahead of the race. I can’t wait to see all the wacky and wonderful ideas people will come up with this year.”

How to enter:

1. Before the race complete the online entry form at letouryorkshire.com/bestdressed with all your plans and inspiration.
2. Create your Best Dressed Competition entry in time for Easter weekend!

Top tips for the Best Dressed Competition are:

1. Position it as close to the race route as possible.
2. Make it stand out with colour and visual impact.
3. The entries don’t need to be bike related so think outside the box about what you’d like to celebrate in your community.
4. Think about what’s connected to your community – a famous face, an event – what makes it special?
5. Entries shouldn’t be commercial (a company logo for example) but you may wish to celebrate a specific industry – for example, big pints of beer for breweries? A mouse and cheese for cheesemongers/creameries?
6. Get permission to work on the buildings and land you intend to use. Please check with local landowners and ensure the local community is happy with plans.

For more information competition visit <http://letouryorkshire.com>

There are plenty of other ways to get involved with the 2018 Tour de Yorkshire too. Roadshows are currently being held across the county which provide information on how to make the most of the race. Dates are being added all the time and details on how to register can be found at <http://letouryorkshire.com/information/roadshows>

Feeling fit? Then why not tackle parts of the 2018 route for yourself by taking part in the Maserati Tour de Yorkshire Ride. The three routes on offer are suitable for all abilities and culminate on the same finish line as the pros. Find out more at <https://letouryorkshire.com/maserati-tour-de-yorkshire-ride>



Welcome to Yorkshire is also on the hunt for volunteer Tour Makers. These are a passionate and reliable team who will provide a warm welcome to the millions of fans who descend on the county during the four days of action. Being a Tour Maker offers a fantastic opportunity to be part of the race and more information on how to become one can be found at <http://letouryorkshire.com/tour-makers>

And last but not least, if you'd like to attend the Y18 event on Wednesday 21 March, you can register now at <https://industry.yorkshire.com/marketing/y18>

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 Virgin Trains East Coast, Yorkshire Bank, Dimension Data, Yorkshire Bank Bike Libraries, Asda, Tissot, Mavic, Named Sport, Le Coq Sportif, Mug Shot, RAGT Seeds, Sky Betting and Gaming.

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