



Wednesday, March 7, 2017

COMMUNITIES GEAR UP TO WELCOME TOUR DE YORKSHIRE TROPHIES

Communities across the county will be welcoming the official Tour de Yorkshire trophies when they set off on their own tour this month.

Both the men's and women's trophies will visit each of the start and finish towns on their travels – of which there are eight this year due to the tour extending to a four-day race.

The trophies will make appearances at schools and leisure centres, and various events and activities in host towns and cities.

The trophies will be following the route of the tour by visiting: Beverley on Monday, March 12th, Doncaster on Tuesday, March 13, Barnsley on Wednesday, March 14th, Ilkley on Thursday, March 15th, Richmond on Friday, March 16th, Scarborough on Monday, March 19th, Halifax on Tuesday, March 20th and finishing in Leeds on Friday, March 23rd.

Welcome to Yorkshire Chief Executive Sir Gary Verity said: "The trophy tour is a fantastic opportunity for communities to build up their excitement for the upcoming Tour de Yorkshire.

"It's always such a popular event and this year the trophies will be visiting eight towns and cities as the tour has extended to four days – so there are even more opportunities for people to see the trophies for themselves before the tour kicks off."



In 2017, the men's trophy was won by Serge Pauwels of Dimension Data and Lizzie Deignan of Boels Dolmans claimed the women's trophy.

Each host local authority has made arrangements for the tour and will alert media to activities while the trophies are in their areas.

ENDS

Notes to editors:

- The trophies have been designed and made by hand at world leading trophy makers Thomas Fattorini Ltd, founded in 1827 by Antonio Fattorini, an Italian speaking immigrant who settled in Yorkshire. The family run business designed and made the FA Cup in 1911, which Bradford City won that very year. The company also made the Rugby League Challenge Cup.
- The current director of the company, Thomas Fattorini, designed the trophies himself.
- The Y is made of brass and copper based alloy, which has been polished and gold plated. The base of the trophy is made from aluminium, which has also been polished and chrome plated.
- It took around three to four weeks to make, and a number of craftsmen and women were involved with its design and manufacturing.
- 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 Virgin Trains East Coast, Yorkshire Bank, Dimension Data, Yorkshire Bank Bike Libraries, Asda, Tissot, Mavic, Black Sheep, Named Sport, Le Coq Sportif, RAGT Seeds, Mug Shot and Sky Betting & Gaming.

The fourth edition of the Tour de Yorkshire promises to be the biggest and best one yet with the men's race being expanded from three to four stages and the Asda Tour de Yorkshire Women's Race doubling in size from one day to two.

Mark Cavendish is set to head a star-studded field during 3-6 May, with the full list of teams being announced at Welcome to Yorkshire's Y18 event at Bradford's Alhambra Theatre on Wednesday 21 March.



Full details on the route can be found at <http://letouryorkshire.com>

There are plenty of other ways you can get involved with this year's Tour de Yorkshire. 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>

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>

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>

And last but not least, the Tour de Yorkshire Land Art Competition has also been launched. Full details on how to enter that can be found at <http://letouryorkshire.com/landart>

To find out more about the trophy in your area please contact:

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Barnsley – Siobhan Dransfield at Barnsley Council

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Ilkley - Alice Marshall at Bradford Metropolitan District Council

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