



Thursday 5 April 2018

### GEAR UP TO WELCOME THE WORLD'S BEST CYCLISTS!

With four weeks to go until the start of the Tour de Yorkshire, organisers Welcome to Yorkshire are reminding people to get their Land Art and Best Dressed competition entries in.

The Tour de Yorkshire is now regarded as one of the best supported and most colourful races on the world cycling calendar, with giant land art projects being dotted along the route and entire streets lined with bikes, banners and bunting.

To honour that amazing support, Welcome to Yorkshire has launched *Land Art* and *Best Dressed* competitions to crown communities who go above and beyond the call of duty to showcase their area. Welcome to Yorkshire are asking people to share their plans with them to benefit from the global TV coverage during the race between 3-6 May.

Right across the county businesses, landowners, farmers, schools and community groups are creating massive, eye-catching Land Art pieces which will be beamed to millions of TV viewers in more than 180 countries around the world.

Plans are also in place to line the route with spectacular, street-side decorations.

The winner of the Land Art competition will be awarded the coveted Land Art Trophy while the four category winners of the Best Dressed Competition – which include Best Dressed Village, Best Dressed Town, Best Dressed Host Location and Spirit of Le Tour – will be presented with exclusive commemorative plaques to display in their communities.

Sir Gary Verity, Chief Executive of Welcome to Yorkshire, said: “We’re always hugely impressed away by the amazing ways people choose to celebrate the Tour de Yorkshire and we’re reminding spectators to let us know what they have planned.

“That way we can ensure these fantastic installations stand the best chance of getting picked up by the television cameras, and also winning our Land Art and Best Dressed competitions.”



## How to enter the Land Art Competition:

Send in your plans, pictures and designs, and include information about what inspired the piece, how it will be made, and where will it be to Becky Kay at [bkay@yorkshire.com](mailto:bkay@yorkshire.com)

Full details – including top tips for creating land art – can be found at [letouryorkshire.com/landart](http://letouryorkshire.com/landart)

## How to enter the Best Dressed Competition:

Before the race simply complete the online entry form at [letouryorkshire.com/bestdressed](http://letouryorkshire.com/bestdressed) with all your plans and inspiration.

Full details on the 2018 Tour de Yorkshire and Asda Tour de Yorkshire Women's Race can be found at <http://letouryorkshire.com>

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>

## 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, Dimension Data, Virgin Trains East Coast, Tissot, Le Coq Sportif, Sky Betting & Gaming, Soreen, Mug Shot, RAGT Seeds, Named Sport, Mavic, Global Autocare and Black Sheep.



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