



**Friday 13 April 2018**

### **NEW TOUR DE YORKSHIRE JERSEYS UNVEILED!**

The new jerseys for the 2018 Tour de Yorkshire and Asda Tour de Yorkshire Women's Race have been unveiled by organisers Welcome to Yorkshire and ASO.

Yorkshire Bank and Yorkshire Bank Bike Libraries will make their first appearance as sponsors of the coveted blue jersey which is awarded to the daily leader and overall winner of both races, and Asda will sponsor the green Best Sprinter jersey for the very first time in both events.

Perhaps the most striking change sees the jersey for the Best Climber Classification – which is sponsored in both races by Virgin Trains – switch from pink to red to ensure it really stands out in the peloton.

For the first time as well, a grey Digital Jersey – sponsored by Dimension Data - is being introduced to women's race and will be awarded to the most active rider of the day. In 2015 the men's race became the first cycling event on earth to award a jersey based on a live, in-race public vote. Viewers of both races will now be able to reward who they think has most enlivened the action before the end of each stage by submitting their votes on the official Tour de Yorkshire Twitter page @letouryorkshire

British sportswear company Milltag will make their return as jersey suppliers for the Asda Tour de Yorkshire Women's Race, while Le Coq Sportif will continue to produce the official men's jersey for the fourth year in a row.

Welcome to Yorkshire Chief Executive Sir Gary Verity said: "It's always exciting to see the official race jerseys unveiled and this year's designs are very stylish and eye-catching. I've always enjoyed the fact that cycling honours its star performers in such a visual way and that they are rewarded for their efforts.



“We’re grateful to the suppliers and sponsors who allow us to award these jerseys and I look forward to seeing pride on the riders’ faces next month when they receive these prized possessions on the podium.”

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>

And last but not least, the Tour de Yorkshire Land Art and Best Dressed Competitions have also been launched. Full details on how to enter those can be found at <http://letouryorkshire.com/landart> and <https://letouryorkshire.com/bestdressed> respectively.

**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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