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## OLYMPIC CHAMPION SET TO RIDE TOUR DE YORKSHIRE!

Reigning Olympic champion Greg Van Avermaet is the latest star cyclist confirmed to ride the 2018 Tour de Yorkshire.

Van Avermaet is one of the biggest names in the sport who has also won two Tour de France stages, the 2017 Paris-Roubaix title, and numerous other accolades alongside his Rio 2016 success.

It will be the first time the 32-year-old BMC Racing rider has competed in Yorkshire since 2015 when he finished seventh overall and secured second place behind his then team-mate Ben Hermans on the final stage into Leeds.

The news that Van Avermaet will be competing in Yorkshire follows hot on the heels of Mark Cavendish announcing that, he too, will be present for the fourth edition taking place between 3-6 May.

Welcome to Yorkshire Chief Executive Sir Gary Verity is thrilled to have another world-class rider on the start list and believes this year's Tour de Yorkshire is shaping up to be the biggest and best one yet.

He said: "It's fantastic news that Greg will be competing and he is sure to receive a very warm welcome.

"He is one of the most exciting, classy and respected riders in the sport and will no-doubt animate the four days of racing. The final stage should certainly suit him and I look forward to seeing him in action.

"The word has definitely got around the peloton that the Tour de Yorkshire offers huge crowds and exciting racing, and having riders of Greg's calibre in attendance will be a huge draw to the millions of spectators we're expecting to line the race route."



Van Avermaet's Belgian compatriot – and defending Tour de Yorkshire champion – Serge Pauwels is another big-name rider to have confirmed his attendance, with more top professionals expected to be unveiled in the next two weeks.

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

Welcome to Yorkshire has also launched its Tour de Yorkshire Land Art and Best Dressed Competitions. 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, Global Autocare, Sky Betting & Gaming, Soreen, Mug Shot, RAGT Seeds, Named Sport, Mavic, Doncaster Sheffield Airport and Black Sheep.

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