

For immediate use Friday 30 August 2019

TIMINGS FOR PUBLICITY CARAVAN CONFIRMED

Yorkshire 2019 have confirmed the timings and stop-off locations for the ground-breaking publicity caravan that will feature on the final weekend of the 2019 UCI Road World Championships.

Yorkshire 2019 announced they would be organising the caravan with one month to go (on Wednesday 21 August), and have now provided more details on exactly where this vibrant and popular parade of vehicles will be stopping on both the Elite Men's and Women's Road Race routes.

The proposed stop-off locations and approximate timings for the publicity caravan are:

Women Elite Road Race – Saturday 28 September:

The caravan will stop in Bradford (at approximately 9:45am), Otley (10:22), Pateley Bridge (11:01), Lofthouse (11:28), Masham (12:02pm), West Tanfield (12:15), Ripon 12:34) and Harrogate (1:30).

Men Elite Road Race – Sunday 29 September:

The caravan will stop in Reeth (at approximately 9:20am), Middleham (9:51), Masham (10:27), West Tanfield (10:41), Ripon (11:01), and Harrogate (11:41).

*All timings are subject to change

Some of the participants in the publicity caravan include:

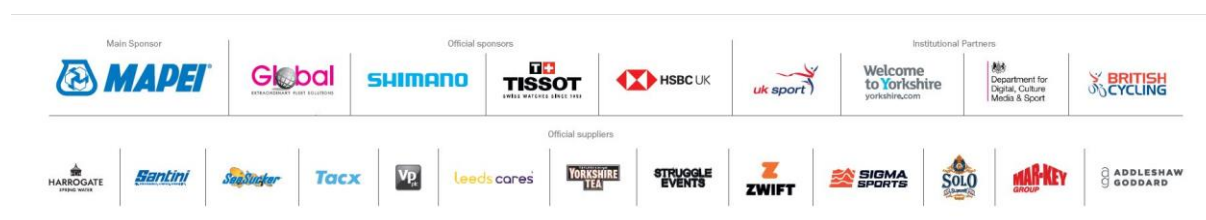
Alpecin, Sigma Sports, Harrogate Spring Water, Global, Welcome to Yorkshire, UK Sport and official charity partner Leeds Cares.

This will be the first time a publicity caravan has ever featured in the 98-year history of the UCI Road World Championships.

Publicity caravans are a popular feature in cycling and involve a wacky and colourful convoy of vehicles travelling ahead of the races handing out freebies and keepsakes at various locations along the route.

As mentioned previously, the flotilla will travel the full route of the women's race, which sees the riders roll out of Bradford at 11:40am, and pick up the men's race in Reeth given the relatively early start time of 08:40am in Leeds.

Reeth was chosen especially as a way of recognising the resolve and spirit shown in the wake of the severe floods which ravaged parts of Yorkshire last month.



Speaking when the publicity caravan was first announced, Yorkshire 2019 CEO Andy Hindley said:
“We want to make the 2019 UCI Road World Championships the most inspiring, inclusive and innovative edition in the event’s history – and organising the first-ever publicity caravan at a Championships is another way of doing that.

“They are a fun and light-hearted way to get fans excited before the riders arrive, and they help build a real sense of occasion.

“We decided not to run the caravan for the entire length of the men’s race as we felt some people might not have appreciated this loud and vibrant procession passing through so early in the day [laughs].

“Reeth was the perfect place to start the caravan on the final day of action as it has endured such a tough time of it lately.

“We’ve got some amazing brands taking part in the caravan and it’ll be a brilliant spectacle not to be missed.”

About the 2019 UCI Road World Championships:

The UCI Road World Championships have only been held in Great Britain on three previous occasions, the most recent of which was at Goodwood in 1982. The 2019 Championships will take place in Yorkshire between 22-29 September.

The celebrations will begin on Saturday 21 September when - for the very first time - a UCI-sanctioned, one-day international para-cycling event will take place ahead of the Championships. The Yorkshire 2019 Para-Cycling International will act as a qualifier for the Tokyo 2020 Paralympic Games and welcome entries from every Paralympic road racing classification.

The Championships commence on the Sunday with the maiden Mixed Team Time Trial Relay and the programme continues through to Sunday 29 September with Individual Time Trials and Road Races for Junior (17/18 years), Under 23 and Elite male and female riders.

Approximately 1,400 riders are set to compete from 90 countries and the action will be beamed to a global TV audience of over 250 million.

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