*Press Release*

*For Immediate Release*

**2023 Amashova Durban Classic unites enthusiasts in a**

**celebration of community and spirit**

This year’s Amashova will see lots of familiar as well as some new faces on board for the popular race that takes place on the 22nd of October from Pietermaritzburg to Durban. Cycling enthusiasts from all corners of the country love to embrace the challenge of this time-honoured road cycling event – and the announcement of this year’s partners will only add to the groundswell of excitement.

“The Amashova journey has united people on bikes and those showing support on the side of the road for over 30 years. This year is even more special as the Amashova joins hands with The National Road Series Events run by SA Cycling. This inaugural series sets a standard that prioritises safety and delivers unforgettable racing experiences for licensed road cyclists, channelling their skills through established and sanctioned road races. We are also thrilled this year to have confirmed East Coast Radio again as our official media partner and naming rights partner to the 38km family fun ride along with the likes of aQuelle as the official hydration sponsor and other repeat and new sponsors includes the likes of Thule, Food Lover’s Market, Discovery Vitality, SAB, Southern Sun, Cycle Lab and ARB Electrical Wholesalers. Our new official logistics partner, Emit Reversing Time, will ensure seamless pre-race number courier services for all participants and Bluff Meat Supply have also come on board this year with a generous three-year sponsorship at the Westville water point, offering a refreshing boost to cyclists as they near the triumphant finish line. Volvo Cars Hillcrest will be transporting cyclists from the cut off points back to the finish in style as well as manning the Kloof water point. Look out for their lead vehicles at the 38km and 65km events. Bidvest Protea Coin will be manning all security points along the route as well as leading the 106km Elite cyclists with their lead vehicle to the finish. All these sponsors are pillars of support for the Amashova event and without them we wouldn’t be able to offer our cyclists the great overall experience they are accustomed to when participating in our event which enjoys full road closure,” enthuses, Annie Batchelder, Race Director of the Amashova Durban Classic.

This year will also see the support of the Road Accident Fund (RAF) who are the official Safety Partner to the Amashova and will play co-host to a Road Safety event on 21 September at Ethembeni Primary School. The event is geared towards creating road safety awareness to learners at the road safety bike park which is on the school’s premises to advocate and educate learners about road safety. More efforts around road safety for cyclists will also be done in partnership with the Road Accident Fund (RAF) at the Amashova Expo. RAF will also offer support to participants, by informing them about their rights when lodging claims. The “Year of the Claimant” initiative will see hay bales strategically positioned along the route, creating an additional layer of safety to cyclists.

To help oversee the overall well-being of participants and attendees, Emer-G-Med's rapid response units and emergency services will be on scene during the Amashova Durban Classic. Netstar is also stepping in again for another consecutive year as the official tracking partner, to provide vigilant monitoring of the event and medical vehicles on the route on race day. “The health and safety of our cyclists has always been a top priority for us. We will be amping up awareness efforts during this year’s race by partnering with like-minded brands and organisations in an effort to create a secure and safe environment for all,” adds Batchelder.

This longstanding and esteemed cycling race has etched its mark as the oldest in its genre, and has become a true highlight on South Africa's cycling calendar. Enriching the participant experience, Cycle Lab is offering a three-month free membership for registered riders. Further to that - Cycle Lab is commencing their annual Cycle Lab Active Club Rides leading up to the race. Entered riders can register through My Cycle Life to cycle for free for the next two months in these club rides, which take place at Fourways, Lynnwood, Boksburg, and Cornubia on the 9th of September and 7th of October.

For Discovery Vitality members in the 106km and 65km events, there's an opportunity to earn extra Vitality points for entering and completing the races. Moreover, those who secure Amashova pre-entries will receive discount vouchers for rejuvenating massages at Physique Aid.

Suncoast Casino and Entertainment World will once again be the home of the Amashova Expo for race number collection, as well as for the race day hospitality. The Suncoast Globe will become a vibrant space over the weekend of the Amashova where enthusiasts, cyclists, and their families meet to celebrate and enjoy this annual sporting and lifestyle event.

For more information on booking a space at the expo, email [melissa@amashova.co.za](mailto:melissa@amashova.co.za) To book your seat in the saddle, enter online at [www.shova.co.za](http://www.shova.co.za) - with online entries closing at 9am on 25 September 2023.

**ENDS**

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**Amashova Classic**

**About Amashova**

The Amashova Durban Classic began in 1986 making it SA’s oldest ‘classic’ cycling race. The idea of having a bicycle race on the route of the world famous comrades marathon was the dream of veteran Springbok Cyclist, Dave Wiseman and his friend Tony McMillian. Over the years the improvements on the route and road closures, accompanied by a steady increase of entries year after year and the involvement of some of the country’s top sponsors has helped make the ‘Shova’ one of the most loved and KZN’s biggest cycling race.

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