*Press Release*

*For Immediate Release*

**Supporting cyclists ahead of this year’s Amashova Durban Classic**

Cycle Lab, a popular retail franchise in the cycling community and official Training partner to the Amashova, is encouraging cyclists that are registered Amashova race participants to join them in their final Cycle Lab Active club ride taking place on 7th October 2023. Cyclists registered to ride in the Amashova this year were entitled to three months of free club rides with Cycle Lab, allowing both beginners and seasoned competitors to train alongside a marshalled group in preparation for race day on Sunday, 22nd October.

The Cycle Lab Active club rides are at Fourways, Lynnwood, Boksburg, and Cornubia, with weekly rides at Fourways and Lynnwood and monthly rides at Boksburg and Cornubia, taking place on the last Saturday of the month. The last major training ride to help cyclists get ready for race day is happening on Saturday, 7th October at Fourways, Lynnwood, and Cornubia Cycle Lab stores.

With online entries to the Amashova Durban Classic closing on 25 September, cyclists not yet registered are encouraged to sign up at [www.shova.co.za](http://www.shova.co.za) and then visit <https://mrcp.io/AmashovaSurvey> to register their details with Cycle Lab to enjoy the free support being given to them. Cycle Lab will SMS all pre entered cyclists 2 x R200 vouchers to use instore or online. They will also be present at the exhibition selling maintenance bundles for any last-minute repairs.

Annie Batchelder, Race Director for Amashova, expressed her enthusiasm saying, “We are committed to providing our riders with not only a fantastic race day but also an enriching journey leading up to it. Cyclists can anticipate a thrilling journey to the starting line with exciting collaborations and initiatives in place with the likes of Cycle Lab and Team Vitality to name a few.”

In a further bid to add more value to participants’ involvement, Discovery Vitality members officially timed in the 106km and 65km Amashova events will earn extra points. Team Vitality members will also have their own batch start at the 106km on Amashova race day. To join Team Vitality in their start batch, cyclists must meet the following criteria:

* Be an active Vitality, Vitality Active, or Team Vitality cycling member for 2023.
* Complete the Google Form application before Friday, 22nd September at 08:00 am [https://discv.co/AmashovaApp](https://eur02.safelinks.protection.outlook.com/?url=https%3A%2F%2Fdiscv.co%2FAmashovaApp&data=05%7C01%7Ckelly%40myactive.co.za%7C23260e780f544509ca4f08dbb8330e7c%7Ce3183c8978ae43e0b8a33eb012e5d9ea%7C0%7C0%7C638306302320571878%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C2000%7C%7C%7C&sdata=pgwJ7hgI86E9%2BEjU0Px%2FF9os7J5GYGfBLT2hwPprO9A%3D&reserved=0)
* Be willing to ride as a team to ensure everyone finishes together according to the selected finish target.
* Discovery Vitality will make the final selection and notify all successful applicants.

“Having Discovery and Team Vitality on board this year has been fantastic and we are delighted to have new sponsors, like the Road Accident Fund (RAF) partner with us for the next three years as a safety partner for the race,” says Batchelder. According to the passionate Race Director, the Road Accident Fund have helped support the race’s efforts this year to educate youth about road safety to help keep them safe while both on and off a bike.

On Thursday, 21st September the Amashova team and Road Accident Fund in conjunction with the Department of Transport and Metro Police will be hosting a Road Safety Awareness Day at eThembeni Primary School, which is a school for physically disabled and visually impaired learners that is situated in Inchanga along the Amashova race route. The Amashova has built a road safety bike park at the school to help children learn first-hand the rules of the road in a safe environment, Grades 5 to 7 will have essential knowledge about the rules of the road imparted upon them by representatives from the Department of Transport, Metro Police and eThekwini Transport.

“Safety for our cyclists has always been a top priority, which is why full road closure on race day from Pietermaritzburg to Durban is so important. The Road Accident Fund this year are also adding to safety measures along the route on race day with added haybales placed in strategic areas along the route to keep cyclists safe. There are a few disadvantaged schools situated along our Amashova route, we are passionate about educating the youth about road safety and inspiring them to become more comfortable on a bike,” explained Batchelder.

To book your seat in the saddle before online entries close at 9am on 25th September 2023, visit [www.shova.co.za](http://www.shova.co.za). For more information on booking a space at the lifestyle expo taking place at the Suncoast Globe for race number collection, please email melissa@amashova.co.za.

**ENDS**

**Words:** 723

**Images:** XX

**Distributed on behalf of:** On behalf of the Amashova Durban Classic

**Date:** September 2023

**Notes to Editor:**

**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.

**Connect with us on…**

Facebook: <https://www.facebook.com/Amashova>

Twitter and Instagram: @Amashova

Website: [www.shova.co.za](http://www.shova.co.za)

For more information or visuals, please contact Janna Strang on janna@rainmakermarketing.co.za or call 082 551 3865.