*Press Release*

*For Immediate Release*

**It’s not all about putting pedal to the metal at this year’s Amashova Lifestyle Expo**

The Amashova Lifestyle Expo returns, offering a weekend of cycling and lifestyle products to explore leading up to the Amashova race that is taking place on Sunday, 22nd October. This year's Expo is scheduled for Friday, 20th October, and Saturday, 21st October at the official Home of the Amashova in the Suncoast Globe, with an exciting array of different lifestyle and cycling-geared exhibitors and products to choose from.

Annie Batchelder, Amashova Race Director, shared her enthusiasm saying, “We are looking forward to extending a warm welcome to all attendees at this year’s Amashova Lifestyle Expo. The Suncoast Globe at Suncoast Casino and Entertainment World will serve as the central hub for various activities, including race number collection and the final opportunity for late entries. You can conveniently drop off your completed entry forms with us, which are available to download on our website, between 9am and 6pm on Friday, as well as from 9am to 4pm on Saturday. This event is a celebration of our collective passion for cycling and healthy living, providing riders and visitors alike with the chance to connect with fellow cyclists and outdoor enthusiasts where you can find exclusive discounts on cycling gear and other wonderful lifestyle products ahead of our much-anticipated race on Sunday”.

The Amashova Lifestyle Expo will feature exhibitors such as Community Scheme Ombud Service (CSOS) and the Road Accident Fund , providing attendees with an array of cycling-related products and services, as well as the likes of solar products and even Garmin products will be available on site. With the Expo being situated within the hub of activity and entertainment of Suncoast Casino – there will also be lots to do and see while there. Dedicated safety officers and security personnel will also be present on-site to guarantee a safe and secure environment for all visitors.

Visitors can take full advantage of exclusive promotions and discounts on offer at the Amashova Lifestyle Expo, which includes special rates for physiotherapy services from the South African Society of Physiotherapy, complimentary caps and water bottles, up to 30% off selected Garmin products and a 20% discount when you purchase one branded Oakley set or a 30% discount when you purchase two sets at Easy Bike. GoSlr will also offer the waiver of the once-off admin fee for those interested in purchasing solar products.

To stay updated on the latest news about the Amashova Lifestyle Expo, follow @Amashova on Facebook, Twitter, and Instagram. For those interested in becoming exhibitors or sponsors, please contact Melissa at melissa@amashova.co.za

**ENDS**

**Words: 419**

**Images:** Images of the 2022 Amashova Durban Classic race

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

**Date:** October 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.