

MEDIA RELEASE

MID MURRAY READY TO ROLL FOR TOUR DOWN UNDER

The Mid Murray district is ready to shine in the international spotlight when one of the world's top cycling races rolls into town later this month.

Mannum, Tungkillo and Palmer will see some of the world's best cycling stars as they tackle Stage 4 of the Santos Tour Down Under on Friday, 24 January.

Hundreds of amateur cyclists will also flock to Mannum's Mary Ann Reserve on the banks of the Murray to take part in the Westpac Challenge Tour on the same day, which includes a 33km leg that departs from Mannum to Murray Bridge from 11am.

Mannum will be a hive of cycling action and community fun, with celebrations kicking off with the *Mannum Bike Brunch in the Park* from 8.30am at Mary Ann Reserve and the Shearer Carpark.

It's the first time in eight years that Mannum has featured on the Tour Down Under route and Mid Murray Mayor Dave Burgess said it was a rare opportunity to showcase the district to the world.

"Millions of cycling fans from around the world tune in to coverage of the Santos Tour Down Under each year, so it's a real coup for our region to star on their television screens," he says.

"Our day of celebrations is also the perfect way to draw visitors down to Mannum's stunning riverfront and historic town centre to allow them to experience first-hand, the relaxed, fun river lifestyle. Many of these visitors and their families will be keen cyclists and we hope their taste of all we have to offer will encourage them to come back for a longer stay – and to spread the word about our district as an ideal holiday destination."

But Mayor Burgess says organisers also need help from local businesses and residents to ensure the day's success.

"We want our community's help to really put Mannum on the map – get your friends and family together in cheer squads, line the route and cheer on the peloton as it passes," he says.

"Get creative with our orange and white theme to decorate your home or business along the route. Let's make our district stand out!"

Tungkillo and Palmer are also on the cyclists' route and locals are encouraged to get out in force to support the riders.

"We'd love to see these communities gather along the Stage Four route to cheer for the riders and greet them with our welcoming spirit," Mayor Burgess says.

"It's a great chance to get together with others, perhaps even picnic and relax on your own doorstep, and see international cycling stars in action."

Community activities will keep spectators and children entertained throughout the day in Mannum prior to (and in between) the racing action including:

- **Kids Bike Workshops:** Learn some cycling skills with special workshops for children aged 5-12 years at Mary Ann Reserve on Friday, 24 January. Sessions run from 11.30am-12.15pm and 12.30-1.15pm. Register online at www.mid-murray.sa.gov.au
- **Take a cruise:** Four Knot Nature River Cruises and PW Mayflower Heritage Cruises departing at 11.30am and 12.30pm from Mary Ann Reserve.
- **Family fun:** Grab a bacon and egg brunch, enjoy a coffee from the Buena Vista coffee boat, stroll the Shearer Car Park market and Main Street shops and stalls, join in family games, activities, face painting and more. Celebrations start from 8.30am at Mary Ann Reserve and Shearer Carpark.
- **Westpac Challenge Tour presented by the Advertiser:** Greet and cheer on the cyclists taking on the Westpac Challenge Tour's longer legs as they take their drink stop at Mary Ann Reserve, and wave off the riders joining the tour at Mannum for the 33km ride from 11am.

Where to see the international cycling action:

Stage 4, Santos Tour Down Under – Friday, 24 January

(Times are approximate and subject to change)

- **Mt Torrens:** 1.10pm
- **Tungkillo:** 1.18pm
- **Palmer:** 1.47pm
- **Mannum:** From 2.06pm.
 - 2.06pm: Cyclists turn left off Randell Street onto Ridley Road, then right turn to Male Road, from Male Road to Dollard Avenue then Gass Street onto Long Gully Road, then right turn onto Purnong Road;
 - 2.17pm: Onto Randell Street past the Mannum Institute, onto Adelaide Road then left turn at Berryman Avenue onto Belvedere Road, then onto Mannum Road at 2.31pm.
- **Murray Bridge:** Riders race to the finish line on Bridge Road 40m west of Seventh Avenue at 3.08pm.

For more information on the district's Tour Down Under celebrations visit www.mid-murray.sa.gov.au and www.mannum.org.au.

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