



Ford RideLondon 2023 **fact sheet**

We're delighted the world's greatest festival of cycling is returning after a successful new-look edition in 2022 – and we're delighted to have you on board for the 100-mile event on Sunday 28 May.

Background

RideLondon was established by the Mayor of London in 2013 as an Olympic legacy event from the London 2012 Games. In addition to the 100-mile challenge, 2023 Ford RideLondon will feature shorter, family-oriented rides on traffic-free roads – stay tuned for further details over the coming months.

In 2022 RideLondon saw a brand new partnership with Essex County Council come to fruition and an exciting new three-day UCI Women's WorldTour race take place – this will also be back in 2023.

The immensely popular RideLondon FreeCycle will also return in 2023, with traffic-free, family-friendly routes in central London and festival sites.

In January 2023 we announced Ford as RideLondon's new title partner, in a three-year partnership that builds on the success of Ford's role as presenting partner in 2022.

The **route**

The route will start and finish in central London and will include a loop of the beautiful Essex countryside in between.

We will be ensuring the route is very accessible for riders with a wide range of cycling abilities – we want this to be the most inclusive RideLondon yet!

Key **Ford RideLondon–Essex 100** info

- **Welfare provision across the 100 miles**
- **Riders to have a minimum of nine hours to complete the ride**
- **Start times will be between 06:00 and 09:30 on the day**
- **All riders to complete the 100-mile ride by 18:30**

The **entry** process

While the first 10,000 general entry places for the Ford RideLondon-Essex 100 sold out within 32 hours, people still had a chance to gain a place by entering a ballot.

The ballot was free to enter and closed at 17:00 on Tuesday 1 November 2022. We announced the results on Tuesday 8 November and riders had until 1 December to confirm and pay for their place.

For more information, visit ridelondon.co.uk.

Support for **participants**

To make each participant's journey to the Ford RideLondon-Essex 100 as easy as possible, a range of support materials and expert training guidance is available on our website, and they'll also receive regular newsletters, plus news and information via our social media channels. We'll also send participants' rider numbers directly to them in the build-up to the event, and provide a full Event Guide.

Participants who cycle for charity will also be able to benefit from the help and advice of the organisation they are supporting – so make sure you let them know what you have to offer!

Please note: all Ford RideLondon-Essex 100 participants must be 18 or over on Sunday 28 May 2023.

Support for **charities**

Charity consoles and will close four weeks before the event, on Friday 28 April 2023.

To support your recruitment, our charity toolkit provides marketing assets, including:

- **social media banners**
- **imagery**
- **video**

You can download the assets [here](#).

We will also be able to recommend locations for charity cheer zones across the course, as well as venues to hire for a post-event celebration with your participants – watch this space for details. In the meantime, good luck with your 2023 campaign!

@RideLondon



MAYOR OF LONDON

