



RideLondon 2022 *factsheet*

After a two-year absence due to the pandemic, the world's greatest festival of cycling returns in 2022 – and we're delighted to have you on board for the 100-mile event on Sunday 29 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, the 2022 RideLondon will also feature shorter, family-oriented rides on traffic-free roads. Further details of these events will be announced over the coming months.

The world's greatest *festival of cycling*

The new-look RideLondon-Essex 100 is one of several changes to RideLondon, which include a new partnership with Essex County Council and a three-day UCI Women's WorldTour race (27 May to 29 May 2022).

The RideLondon FreeCycle will also return in 2022 with traffic-free, family-friendly routes and festival sites set to be announced next year.

The *RideLondon-Essex 100* route

London's iconic Tower Bridge will be the stunning new Finish Line for the 2022 RideLondon-Essex 100.

It will be the first time since RideLondon was created in 2013 that the 100-mile challenge will finish at the capital's famous landmark.

The Start Line will be on Victoria Embankment and the route will then head out into Essex countryside for a 65-mile loop before returning to London and the finish at Tower Bridge. The full route will be announced in the new year.

The **entry** process

While the first 10,000 general entry places for the RideLondon–Essex 100 sold out within 24 hours, there's still a chance to gain a place to ride the new 100-mile route by entering the RideLondon–Essex 100 ballot.

The ballot is free to enter and will close at 17:00 on Thursday 20 January 2022. Entrants to the ballot will find out if they have been successful or not by the end of January. Successful applicants will then have to pay the entry fee of £89 to secure their entry to the event.

To enter the RideLondon–Essex 100 ballot, visit ridelondon.co.uk.

Support for **participants**

To make each participant's journey to the RideLondon–Essex 100 as easy as possible, a wide range of support materials and training guidance from experts will be available on our website in January, via regular newsletters, and on our social media channels.

To support recruitment, our charity toolkit provides several assets for you to use, including:

- social media banners
- imagery
- video
- press release.

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

Participants who cycle for charity will also be able to benefit from the help and advice of the organisation they are supporting.

Please note: all participants of the RideLondon–Essex 100 must be 18 years old or over on Sunday 29 May 2022.



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