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## FIRST 10,000 RIDELONDON-ESSEX 100 PLACES SELL OUT WITHIN 24 HOURS

- **Entries are still available through the ballot**

The first 10,000 general entry places for the brand-new RideLondon-Essex 100 sold out within 24 hours of going on sale.

Taking place on Sunday 29 May and part of a new-look RideLondon for 2022, the 100-mile challenge ride will start and finish in central London and head out to Essex for the first time in the history of the event.

Cyclists were quick to take advantage of the fact the first 10,000 general entries for the RideLondon-Essex 100 were made available on a first-come, first-served basis and snapped up all those ring-fenced entries within 24 hours.

The remainder of the general entries will now be allocated via a ballot which opened at 13:00 yesterday (Thursday 11 November) 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 February.

**Hugh Brasher, RideLondon Event Director, said:** *“We have been overwhelmed by the demand for places in our new-look RideLondon-Essex 100. To sell out the first 10,000 places in fewer than 24 hours is a remarkable achievement and demonstrates the huge appeal of this fantastic event which gives people a unique opportunity to cycle on 100 miles of traffic free roads in London and Essex.*

*“We may have sold out the first 10,000 entries but people still have an opportunity to take part in this first ever RideLondon-Essex 100 by entering the ballot [here](#). It promises to be an amazing day on Sunday 29 May.”*

RideLondon is the world’s greatest festival of cycling and was established

by the Mayor of London in 2013 as an Olympic legacy event from the 2012 London Games. The event could not be held in 2020 or 2021 due to restrictions caused by the pandemic and it returns in 2022 with a new format, a new partnership with Essex County Council and a new three-day UCI Women's WorldTour road race.

It will also feature shorter family-oriented rides on traffic-free roads. The full format of the event and routes across London and Essex will be announced over the coming months..

To enter the ballot for RideLondon-Essex 100, visit [ridelondon.co.uk](https://ridelondon.co.uk)

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## NOTES TO EDITORS

- [RideLondon](#), the world's greatest festival of cycling, was developed by the Mayor of London and his agencies. It was first held in August 2013 and is a legacy event from the London 2012 Olympics.
- In the first seven years of the world's greatest festival of cycling (2013-2019) more than 467,000 participants have taken part including more than 140,000 new or lapsed cyclists who were inspired to start cycling. More than £80 million was raised for more than 1,000 charities.
- RideLondon will partner with Essex County Council in 2022. Surrey County Council previously partnered with the event from 2013 to 2020.
- London Marathon Events gifts its surplus each year to The London Marathon Charitable Trust.
- Since 1981, The London Marathon Charitable Trust has awarded grants totalling in excess of £93 million to more than 1,490 projects in London and across the UK

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