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RIDELONDON REVEALS FULL DETAILS OF NEW-LOOK FORMAT FOR 2022

- **100 days to go until the 2022 event on Sunday 29 May**
- **Established by the Mayor of London, RideLondon returns after two-year absence**
- **Three mass participation challenges – the RideLondon-Essex 100, 60 and 30-mile rides – take event into Essex for first time**
- **FreeCycle offers the chance to cycle around eight miles of traffic-free roads in central London for free**
- **Format designed to make RideLondon accessible for all and to increase diversity in cycling**

In 100 days' time, on Sunday 29 May, RideLondon returns after a more than two-year absence with a new format, new routes and an increased ambition to inspire people of all ages, abilities and backgrounds to cycle.

The festival of cycling is a hugely popular part of London's event calendar and is expected to attract tens of thousands of visitors from across the capital and the UK, helping to boost trade on local high streets and sustain the region's economic recovery from Covid-19.

In a new partnership with Essex County Council, RideLondon 2022 will include the following mass participation events that will all take place on Sunday 29 May.

- **RideLondon-Essex 100:** the iconic 100-mile challenge will start on Victoria Embankment in central London, head into Essex via Epping Forest where it will follow a section of Stage Three of the 2014 Tour de France route, before heading back to London and an iconic finish at Tower Bridge. General entries are closed but charity entries are still available. For the full route, [click here](#).
- **RideLondon-Essex 60:** a mid-level ride that follows the same route as the 100-mile challenge for the first 32 miles before it reaches Ongar, in Essex, and then turns back towards central London and the Tower Bridge finish. Entries for the RideLondon-Essex 60 (£50) will open this afternoon. For more information and to see the full route, [click here](#).
- **RideLondon-Essex 30:** a mass participation ride for those just getting into cycling which, like the 100 and 60, starts on Victoria Embankment and heads north east through London before reaching Woodford and turning back and returning for the Tower Bridge finish. Entries for the RideLondon 30 (£25) will open this afternoon. For more information and the full route, [click here](#).

- **FreeCycle:** open to all at no cost, FreeCycle provides cyclists with eight miles of traffic-free roads in central London to enjoy, plus a number of festival zones. It's a perfect way for a family to see some of London's most famous landmarks on two wheels. Registration for FreeCycle and will open in March, when the event start and finish times will be revealed.

RideLondon is committed to improving the diversity of participants taking part in the mass participation events, with particular focus on increasing the numbers of women and people from under-served communities taking part.

Statistics show that, despite more women cycling since the start of the pandemic, on average men in England made just over twice as many trips on bikes than females in 2020*, while 74 per cent of people in urban ethnically diverse groups are currently not cycling, despite 55 per cent of people in these groups stating they would like to start (compared to 37 per cent of white people)**.

To tackle this, RideLondon has committed to offering a number of entries for RideLondon-Essex 100, 60 and 30 to cycling groups from under-served communities such as the Black Unity Bike Ride groups, Cycle Sisters and Brothers on Bikes.

Hugh Brasher, Event Director of RideLondon, said: *"We're incredibly excited to be bringing RideLondon back in 2022 after the last two editions were cancelled due to the pandemic. We return with exciting new routes into Essex thanks to a new partnership with Essex County Council and an increased ambition for RideLondon to be genuinely for all."*

"Statistics on cycling participation and our own data from the previous seven RideLondon editions clearly show that women and under-served communities are in a minority when it comes to getting on a bike. We want to change that and for RideLondon to reflect the extraordinary diversity of this wonderful, multicultural city."

Will Norman, London's Walking & Cycling Commissioner, said: *"I am delighted to see the return of RideLondon with an exciting new format and new routes. From the dramatic finish of the 100-mile race at the iconic Tower Bridge, to the FreeCycle event perfect for families, there's something for everyone. Cycling has seen a huge boom during the pandemic, but we know that some people are still under-represented, so it's really important that women and those from ethnically diverse groups are being encouraged to take part. I can't wait for the event in May and urge all Londoners, whatever their age or background, to get involved."*

Samra Said, Chairperson of Cycle Sisters, said: *"We believe that everyone should have the opportunity to safely enjoy cycling as a means of exercise, personal growth and forming social connections."*

"Cycle Sisters was set up to address the under-representation of Muslim women in cycling and through our Muslim women's cycle groups, with volunteer Ride Leaders acting as role models, we've created a space where hundreds of women across London have discovered the joy of cycling. We're delighted to have been supported by RideLondon this year, which will enable more of our members to participate and experience the excitement and challenge of this iconic event."

In total, 25,000 riders are expected to participate in the RideLondon-Essex 100, RideLondon-Essex 60 and RideLondon-Essex 30 events on traffic-free roads in London and Essex. All will start on Victoria Embankment between 06:00 and 09.30 with the last finisher expected to roll over Tower Bridge by 18:00.

For more information on the event, see our [FAQs](#).

In addition to the mass participation events, RideLondon will also feature the RideLondon Classique, a three-day UCI Women's World Tour stage race (Friday 27 May to Sunday 29 May),

which will feature the best women's cyclists in the world. The first two stages will take place in Essex before the final stage is held on a circuit in central London on Sunday 29 May. Full details of the RideLondon Classique will be announced in the coming months.

RideLondon was established by the Mayor of London in 2013 as a legacy event from the 2012 London Olympic Games. Over its first seven annual editions, from 2013 to 2019, RideLondon grew into the world's greatest festival of cycling enjoyed by more than 460,000 participants, from beginners to the world's best professionals. The event could not be held in 2020 or 2021 due to restrictions caused by the pandemic.



The 2022 RideLondon-Essex 100 route map

ENDS

*Cycling UK's Cycling Statistics show males made just over twice as many trips on a bike as females in 2020

** Research from Sustrans and ARUP (2020)

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 £95 million to more than 1,500 projects in London and across the UK.

For further information, please contact:

Ryan Goad | Head of Communications & TV | London Marathon Events Ltd
e ryan.goad@londonmarathonevents.co.uk | m +44 (0) 7950 708574



MAYOR OF LONDON

