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SPECTACULAR TOWER BRIDGE FINISH FOR INAUGURAL RIDELONDON-ESSEX 100

- **Riders set for iconic finish at one of London's famous bridges**
- **Start will be on Victoria Embankment**

London's iconic Tower Bridge will be the stunning new Finish Line for the 2022 RideLondon-Essex 100 on Sunday 29 May.

It will be the first time since the original RideLondon event was created in 2013 that the 100-mile challenge will finish at the capital's famous landmark and is one of a number of changes to the event for 2022.

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

Hugh Brasher, Event Director of RideLondon, said: "Tower Bridge is one of the most famous landmarks of London and will provide a truly spectacular and memorable finish for everyone taking part in the RideLondon-Essex 100.

"This will be the finale of a fantastic new route, which I am sure will excite participants and which has only been made possible thanks to the commitment of the Mayor of London's office and key stakeholders such as Transport for London, the City of London Corporation, and Tower Hamlets and Westminster councils. We thank them all for their continued support."

Will Norman, London's Walking and Cycling Commissioner, said: "The new RideLondon-Essex 100 route is a great challenge for people wanting to take part in a cycling event, with an exciting new partnership with Essex County Council. I'm so pleased we've been able to bring back the event for 2022, and it's really exciting that cyclists will get to end their 100-mile ride at the world-famous landmark of Tower Bridge. I urge people to get involved and enter the ballot for a chance to take part."

Mayor of Tower Hamlets, John Biggs, said: "We are proud to host sports events like RideLondon, alongside our neighbouring boroughs, and we look forward to welcoming the many cyclists who will be participating in the event to Tower Hamlets."

The new-look RideLondon-Essex 100 is one of several changes to RideLondon, the world's greatest festival of cycling, which returns in 2022 after a two-year absence due to the pandemic.

The changes include a new date of Sunday 29 May 2022, 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.

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.

RideLondon was established by the Mayor of London in 2013 as an Olympic legacy event from the 2012 London Games. The 2022 event will also feature shorter, family-oriented rides on traffic-free roads. Further details of these events will be announced over the coming months.

To enter the ballot for RideLondon-Essex 100, visit 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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