



## PRESS RELEASE

### **Ready for new cycling party in Halden!**

The world's most famous female cyclists are coming to Halden also in 2015. After a formidable success the first year, there will be a new cycling party in Halden from the 14th. to the 16th. of August 2015.



The overall winner from 2014 - Anna van der Breggen, got a lot of attention from the podium boys

We have received very much positive feedback from teams, riders, general public and co-operating partners regarding the cycling festival this year, and we are looking forward to invite the world elite to Halden also in 2015, says the race director Roy Moberg.

We felt that the concept of the race was very good, and we see no reasons for doing major changes. Anyway, there will be some news next year; f.ex. we are working with a couple of alternative track profiles, but we still want to keep the compact atmosphere we managed to create in the center of Halden, and which was much appreciated of the riders, general public and media.

### **Strengthen the organization**

We are also working with strengthen the organization, both regarding the accomplishment of the race and the organizing in advance. There was put a heavy strain on some of us, and we must have to involve more people in the organization next year to make a better arrangement.

This also means a strengthening of the finances for the arrangement, and we hope that sponsors and others which have been interested in women cycling also want to contribute to the party in 2015.

We managed to create some great settings with lot of general publics and great TV pictures. The arrangement on Saturday with appr. 5-6000 people at the Halden harbor were magical, and equal to several of the man's UCI-races in Norway regarding atmosphere and interest, says Moberg.

### **Challenging the media**

For the first time of over 25 years, there was arranged a UCI-race for women in Norway, and in no time there is created a concept of high international level for women cycling. We are referred to as one of the best, new UCI-races on the calendar of several international cycling internet sites, and we have obtained much media coverage abroad. The race was also broadcasted on Dutch TV.

There are a lot of exciting developments going on inside the international women cycling, and we have a unique opportunity to characterize this development through Ladies Tour of Norway, says Moberg, who also challenge the media at home to be more active.

The race is arranged the same weekend as The Arctic Race, but his is the only weekend where we manage to gather the world elite in Norway, because it is the weekend before the world cup in Vårgårda in Sweden. We are trying to turn the "collision" with the Arctic Race to something positive, and we want to contribute to that this will be the weekend where cycling will be in the centre both in the North and the South of Norway, says Moberg.

### **Important for Norwegian cycling**

We are consciously working with building a strong Norwegian women's national team for Rio and World Championship at home in 2017, and therefore it is important to have an attractively UCI-race in Norway, says the president of the Norwegian Cycling association, Harald Tiedemann Hansen, who also is a part of the board for Ladies Tour of Norway. I am impressed of what the small organization in Halden has managed to do, more or less based on voluntary work, and it is important for NCF that we can help to make continuity in the organization and a financial platform which makes it possible to establish this race as an annual tradition on a high level, tells the president.

### **Cycling festival for girls**

One of the persons providing the continuity is the race manager Hedi Stenbock-Haakestad, who really eagers for Norwegian women cycling, and she is also a very important part in the organizing and accomplishment of the festival. It has been very fun to be a part of the Ladies Tour-arrangement, and to obtain the results we did the first year. It is at times an absorbing job, but enormously inspirational. I am very grateful for the positivity we have met in so many ways, and this gives an increased motivation for continuing the work. We appreciate all the solution-oriented people who want to contribute, and there are a lot of people with ownership in this project, says an enthusiastic Stenbock-Haakestad.

We also want to develop the concept "Ladies on tour" as an exercise race for women at all ages. It was touching to see so much joy and sense of achievement. We are also working with some new and funny tracks for the youngest riders, so with an upgrade of the children race we can really say that we are making a cycling party for everyone. Now we are all looking forward to recreate the magical atmosphere in the August 2015, concludes Stenbock-Haakested.

For further information, please contact:

Roy Moberg

Mobile phone +47 90649339

e-mail: [roy@lton.no](mailto:roy@lton.no)

Halden, 5. november 2014