All Terrain Cycles, which dates back to 1907 and has superstores near Bradford and in Wetherby, has announced that it will be one of the main sponsors of one of the region’s premier cycling events, Ripley Castle Cyclocross, which, following the success of the inaugural event last year, will again take place on New Year’s Day.

More than 400 riders took part in the Cyclocross last year which was promoted by Harrogate Nova Cycling Club. With a specially designed 1.8m scenic course combining technical challenges with fast stretches on a variety of surfaces, the event attracted over 1,000 spectators. It will again comprise a variety of races including mens, womens, novices, youth and children.

All Terrain Cycles plays an active part in supporting the region’s cycling fraternity, sponsoring a number of cycling and charity events as well as having its own race team. Building on the success of its 10,000sq ft retail outlet at Salts Mill, Saltaire in Shipley, and its thriving online business, in May this year it opened a second 10,000sq ft cycling superstore, this time in Wetherby. Selling many of the leading brands such
as Trek and Cannondale, both stores stock over 1,000 mountain, road and BMX bikes, plus clothing and accessories as well as offering repairs and servicing.

“As 2014 was the year of the Tour, it seemed fitting that we should launch a new event for cycling enthusiasts with a challenging course through the grounds of the castle which lend themselves perfectly to cyclocross. From cycling over grassland in the deer park and cobbles in the courtyard to woodland and even off camber through the ha-ha, it is an exciting course which has been designed to be enjoyed as much by spectators as it is by riders,” explains Steve Smales, race director for Ripley Castle Cyclocross.

“It’s fantastic news that All Terrain Cycles has come on board to support us. Yorkshire is fast becoming a hot spot for cycling which is great not only for local people who enjoy the sport, but also for attracting more visitors to the region. We’re proud to have the oldest cycling retailer in Yorkshire working with us to help make this a key event in the cycling calendar.”

Tony Booth, managing director of All Terrain Cycles, comments: “We’re really excited to be involved in one of the region’s newest cycling events. Cyclocross is a great sport which is growing in popularity as more people discover the fun of taking to two wheels in some testing conditions. The Ripley Castle race is the perfect way to blow away the Christmas cobwebs and get 2015 off to an exhilarating start, whether you’re an experienced rider, a complete novice or just fancy watching everyone else getting muddy!”

Mr Smales continues: “The timing of the Ripley Castle Cyclocross in the run up to the national championships makes it particularly popular and we are expecting even more entries this year as the race has been upgraded to national A status, the highest level below the national trophy or championships.”

All entries are via the British Cycling website: https://www.britishcycling.org.uk/events/details/109622/Ripley-Castle-Cyclo-Cross

Entries will close on 26 December although the novice and children’s races can be entered on the day.

- ENDS –

For further press information, please contact:

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Photo shows (L to R): Winner of last year’s Ripley Castle Cyclocross Paul Oldham; Tony Booth, managing director of All Terrain Cycles; and Steve Smales, race director for Ripley Castle Cyclocross, with member of Harrogate Nova Cycling Club