

CLEAN SPORT INITIATIVE PROMOTES YOUTH ASPIRATION

StreetVelodrome Series and UKAD launch dynamic partnership to demonstrate the positive social impact of sport on communities

The inaugural StreetVelodrome Series has teamed up with the UK Anti-Doping Agency (UKAD) to conceive a mission statement aimed at strengthening their promise; to encourage self confidence, integrity and aspiration in young people through accessible cycle sport and to keep sport clean of drugs.

StreetVelodrome Series, the UK's only national pop-up track cycling event, aims to bring about awareness of the positive impact sport can have on society by providing opportunities for professional and amateur cyclists, directly in the heart of Britain's cities; whilst promoting the importance of fair competition.

Director of StreetVelodrome Series Carl Thompson comments; "We are looking to bring the thrill of live track cycling to a broader audience, including both television viewers and those spectating track-side, whilst also inspiring 16 to 25 year olds to take up the sporting habit of a lifetime. Our ethos is to make track cycling accessible and relevant to local communities, to promote youth participation and champion the positive social impact of sport."

As part of their on-going relationship with UKAD, StreetVelodrome will be working with local youth groups, its national charity partner UK Youth and other commercial partners to facilitate track cycling experience sessions at each event. Part of that initiative will include a UKAD approved anti-doping educational message to encourage the notion that sporting success is gained through commitment, good training and a balanced nutritional diet. This forms part of the wider 100% Me prevention through education initiative, led by UKAD, to support, inform and educate athletes throughout their careers by providing anti-doping advice and guidance.

"The education programmes we run through our youth club network are all about supporting young people to make the right decisions in life. Clearly seeking to take an unfair or illegal advantage is totally at odds with what we do. We are therefore delighted that UKAD is now working with us on the StreetVelodrome initiative." Charlotte Hill, CEO, UK Youth.

UKAD Head of Education and Athlete Support Amanda Batt added; "Following on from the British successes at the London 2012 Games, and now with the Tour de France coming to the UK in 2014, there will be a surge in enthusiasm for cycle sport amongst young athletes. The StreetVelodrome series provides a fantastic platform to promote the values and ethos of clean sport to a wider audience and deliver education and information resources to athletes."

Carl concludes, "We strongly believe The StreetVelodrome Series, its commercial partners, teams and both elite and amateur competitors hold a responsibility to ensure the StreetVelodrome Series plays an integral role in the promoting and maintaining the principle of clean sport in the UK."

~ENDS~

Carl Thompson, Director of StreetVelodrome is available for interview.

**Further media information, interview and high resolution images available on request:
Kalli Soteriou at apt marketing & pr
kalli@aptmarketing.co.uk Tel: 01242 250692**

Notes to Editors:

The StreetVelodrome Series is the UK's only pop-up velodrome event. Within hours, any high street or public space is turned into a heart pounding, action packed theatre of track style cycle sport; offering a new level of spectator involvement and creating a completely new competition for both professional and amateur riders. The televised StreetVelodrome Series 2014 will take six teams of guest riders around the country for ten rounds. The teams will be joined by the locally qualifying amateur riders to compete for the top slot on the series medal table. For more information on StreetVelodrome and its partners, visit www.streetvelodrome.com

UKAD is the national organisation dedicated to protecting a culture of clean sport. UKAD is responsible for ensuring sports bodies in the UK are compliant with the World Anti-Doping Code through implementation and management of the UK's National Anti-Doping Policy. For more information on what they do visit www.ukad.org.uk/

UK Youth is a charity at the heart of a national network of organisations dedicated to supporting young people to realise their potential. Their focus is on developing and promoting non-formal learning opportunities for all. Through regional associations and local youth groups we reach 750,000 young people each year. Today their work makes a lasting impact by encouraging young people to take responsibility and become involved citizens. It gives a voice to people who are too rarely heard and builds skills that will remain useful throughout their lives. For more information visit www.ukyouth.org/