

Olympic Park reopens for mass bike event



Released on: July 09, 2013, 2:49 pm

Author: LondonTown.com

Industry: [Travel](#)

Prudential Ride London weekend hopes to build on the success and popularity of cycling in London after the 2012 Olympics.

July 09, 2013, 2:49 pm -- [/EPR NETWORK/](#) -- Cycling is returning to the Olympic Park in Hackney on the weekend of 3 and 4 August when the Prudential Ride London festival takes place. This event has been organised by the Mayor's office and will see a number of cycling events occurring across the capital. Cycling was one of the great successes of the Olympic games in 2012, and Ride London will celebrate the great popularity of the sport. Visitors coming to London for Ride London or any other event this summer should investigate the LondonTown.com website, where they will find dozens of great last-minute deals for [cheap London hotels](#).

The Olympic Park, which has been renamed the Queen Elizabeth Olympic Park, will be the starting point for the Prudential Ride London-Surrey 100 on Sunday 4 August, which will begin in the park and then follow a 100-mile route on closed roads through the capital and into Surrey's stunning countryside. With leg-testing climbs and a route made famous by the world's best cyclists at the London 2012 Olympics, it will be a truly spectacular event for all involved. Prudential RideLondon-Surrey 100 will finish on The Mall in central London, shortly before 150 professional cyclists race in the

inaugural Prudential RideLondon-Surrey Classic on a similar route.

Spectators will be able to visit the park to watch the event, as well as watch the participants from any point along the route. Spectators are also welcome at an event held on Saturday 3 August. People can still sign up to participate in the Prudential Ride London FreeCycle, which offers a brilliant opportunity to get the whole family together to experience the fun and freedom of cycling around an eight-mile traffic-free circuit in central London.

More than 50,000 riders are expected to take to the streets at this mass-participation celebration of cycling. It will offer a unique opportunity to cycle through London on an eight-mile traffic-free that features many of the capital's world-famous landmarks, from Buckingham Palace in the west to the Tower of London in the east via the Houses of Parliament and St Paul's. Cyclists will be able to cycle the course at any pace and as many times as they like with the ability to stop off en route to enjoy a range of bike-based entertainment and activities and there will also be a variety of bike-based entertainment for the whole family to enjoy along the route. For smaller cyclists, the Strider Challenge adventure zone will give children from 18 months to five years the opportunity to have some fun trying out balance bikes. There will also be a variety of music and entertainment along the route, including bike polo, a fleet of music bikes and bands on bikes that will travel around the route. For more information on Ride London, see LondonTown.com, London's best website for tourist advice in London.

end-

About LondonTown.com

LondonTown.com is the number one Internet site for London. With over 18 years of experience assisting visitors to the capital, they pride themselves on their customer service and editorial independence – no advertising or paid for content is allowed. The LondonTown.com team assist in finding cheap

London hotels, sightseeing tours, ticket information and events. Trusted and with a loyal following, LondonTown.com is a very reliable source of recommendations and advice on what to do in London. <http://www.LondonTown.com>

~~~~~

Press release distributed via EPR Network (<http://express-press-release.net/submit-press-release.php>)