

The National Trust Announces Partnership with Shred



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The National Trust, the country's biggest owner of outdoor spaces, has for the first time ever teamed up with a cycling team, Shred, in a new partnership for the 2011 season.

Throughout the season Shred, a well known UK mountain biking and road racing team based in the south west of England, will wear National Trust branded [cycling](#) kit and will be working closely with the Trust at a number of biking events over the coming months.

They will become ambassadors for the Trust's countryside work as the organisation increasingly focuses on its outdoor spaces.

Jim Pascoe from the National Trust said: "We're gearing up for a cracking year of cycling and the new link with the Shred team reflects the importance of getting more people on their bikes.

"We manage large swathes of stunning [countryside](#) and wonderful country estates and exploring these places by bike is the ideal way to experience the [great outdoors](#) and get that bit closer to [nature](#)."

In the south west of England the Trust is involved in the 1SW project and is in the process of creating a new mountain biking trail centre on the outskirts of Plymouth and planning another one in Cornwall.

Steve Toze, team manager for Shred, added: "Teaming up with the National Trust for the 2011 season made lots of sense as they own the land where we can do the things close to our heart - riding, surfing, walking and [camping](#).

"Their greater focus on the fun side of cycling which appeals to everyone really chimes with what we're about - a great experience in the outdoors."

A mini cycling revolution has been launched at the National Trust this year with a series of seven magnificent challenge rides (also known as sportives) starting with a ride through the beautiful Pembrokeshire countryside on the 1 May and visits the South West with a Dartmoor to Boscastle sportive on Sunday 25 September.

In late July (16-24 July) a cycling festival will see Trust properties open their doors for after hours riding and events to help kids get the bike bug.

The route for the Olympic road race in July 2012 was announced in early February, with the Box Hill Zig Zag Road, a National Trust owned site, the highlight. The men will negotiate the tactical hairpins and punishing climb nine times and the women's race will do it twice. For the men's road race, the Box hill loop is over half the entire distance. Olympic medals could be won or lost here.

About the National Trust:

With more than 250,000 hectares (660,000 acres) of countryside and 710 miles of coastline across England, Wales and Northern Ireland there are plenty of opportunities to enjoy the great outdoors with the National Trust.

The National Trust cares for 300 inspiring historic houses and gardens across England, Wales and Northern Ireland. From former workers' cottages to the most iconic stately homes, and from mines and mills to theatres and inns, the stories of people and their heritage are at the heart of everything it does. People of all ages, individuals, schools and communities, get involved each year with its projects, events and working holidays and over 60,000 volunteers help to bring the properties alive for the Trust's 3.8 million members.

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