

Immediate Release

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Honda and Gilmore support Parra Pedal

Honda Dream Team leader and Commonwealth Games cycling gold medallist, Rochelle Gilmore is supporting the Amy Gillett Foundation's Parra Pedal event on Western Sydney's cycle-ways on Sunday, 13 February 2011.

Gilmore said the event was an excellent opportunity to introduce new riders to cycling and a chance for more experienced cyclists to join a mass participation ride with others at their level.

"The Parra Pedal event is a great way to get active and discover Western Sydney's cycleways with family and friends," Gilmore said. "Cycling is great exercise, fun and social and it provides a low-emission transport alternative."

Honda announced its sponsorship of the Amy Gillett Foundation late last year as part of its ongoing support for cycling and road safety.

"Honda is strongly involved in cycling, both at a professional level with the Honda Dream Team and at a grassroots level with events like the Amy Gillett Foundation's Parra Pedal.

"Since becoming a major sponsor of the Amy Gillett Foundation in November last year, Honda has provided support for the Share the Road Tour in NSW, Amy's Ride Geelong and Amy's Ride Hobart," Gilmore said.

The Amy Gillett Foundation was formed to reduce the incidence of death and injury caused by the interaction of cyclists and motorists on the road.

"We have seen far too many times in recent weeks the tragedies that can occur when cyclists and motorists don't share the road safely.

"Being a professional road cyclist I am acutely aware of the dangers inherent in my sport, and I also recognise the need for shared respect and awareness among motorists and cyclists.

"As I think will be demonstrated through high participation levels in the Parra Pedal, more and more people are taking up cycling and it is up to all of us to take responsibility for reducing the unacceptable number of cycling related deaths and injuries on our roads," Gilmore said.

Participants in the Parra Pedal will have a choice of three circuits, which start and finish with a festival at Parramatta Park, Park Avenue, Parramatta. The 55km ride commences at 7:30am, followed by the 30km circuit at 8:00am and the 20km circuit which starts at 8:30am.

Riders at all levels will be invited to recharge their tired muscles with a rub-down in the Honda tent. Other entertainment will include live music, a jumping castle and international cuisine.

For further details including registration information, please visit www.parrapedal.com.au

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