



## MEDIA PACK

### What is Twycle?

Twycle is a charity bicycle ride undertaken by a team of 8 riders cycling from John O’Groats to Land’s End. This team met on Twitter and had not met each other before committing to the cycle ride!

### Whose idea was it?

Twycle was the brainchild of Callum Fairhurst and Monty English, two entrepreneurs who met on Twitter. The unusual thing is that Callum is 12 and lives in Cambridge and Monty is an antique dealer who lives in Cheltenham. Monty has helped Callum build a team of cyclers through their followers on Twitter.



### Why is it called Twycle?





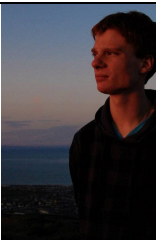


Due to the fact that all the riders have met on Twitter it seemed appropriate to name the trip Twycle.

### Who are they fundraising for and why?

Sadly Callum lost his brother Liam to cancer in 2009. In Liam’s short lifetime he raised over £320,000 for CLIC Sargent. Callum is now taking up the fundraising challenge.

### Who is taking part?

	<p><b>Callum Fairhurst</b> - fundraiser extraordinaire, aged 12 Twitter: @blackpigsweets</p>
	<p><b>Jason Duff</b> – from Keeping HR Simple The other half of Keeping HR Simple with my other half Katherine (our riders’ coordinator). Hypnotherapist, NLP Prac, now charity cyclist!! Looking forward to the challenge and trying to get fit. Twitter: @Jason_Duff</p>

	<p><b>Richard Aucock</b> - Motoring journalist at Motoring Research Ltd, Richard will join the team for a stage, to be announced Twitter: @richardaucock</p>
	<p><b>Ian Carruthers</b> - IT Consultant, web designer to Bean Engineering Twitter: @beanengineering</p>
	<p><b>Will Rowe</b> - a cyclist who enjoys endurance rides on a bicycle "The Manly Steed"! Cycled the full JOGLE in 2008. Hobbies: eating and drinking way too much. I run an IT recruitment consultancy "Oasis James" with a business partner focusing on IT Consulting  Twitter: @OasisJamesRec</p>
	<p><b>Lucy Merigold</b> -Freelance marketing specialist, passionate runner, some charity bike rides (BHF, Linc etc.) but not in the Twycle league! Also done the London Marathon and half marathons. Qualified Sports Therapist and first aider!  Twitter: @running_chick1</p>
	<p><b>Chris Driscoll</b> - Director of Blinky Media Ltd, Twitter: @Mr_Blinky <i>I'm a young entrepreneur with big ambitions, and a self confessed nutter, you would have to be to take on a challenge like this! I am however, really looking forward to Twycle and an extra 10km fun run I'm doing for a local charity a few weeks later as well. My reasons for getting involved are to achieve something that I would never have even dreamed of doing before, I'm not the fittest of people and I certainly have done nothing like this before, but the Twycle team has given me the confidence to train and have a go. With my Mum having recovered from cancer herself in the last 14 months it has brought home the reality of cancer and also my ambitions to raise money for charity and Twycle is my big challenge for 2010, best of all I can't wait!</i></p>
	<p><b>Leigh Grithis</b> - Callum's uncle, a triathlon veteran and up for the challenge!</p>
	<p><b>Anson Lewis</b> - New Car Manager at DealDrivers Ltd - keen cyclist, lager drinker, and has a Pure Maths degree (handy for navigational issues!) Twitter: @DealDrivers  <i>Before putting my name forward for the ride, which I had briefly considered then dismissed, I was sitting watching the TV one evening, and I thought "just what motivates a 12 year old to do as much as Callum is". Then I realised just how much losing a brother close to his own age must have affected him and his family, and that I was stupid</i></p>

	<p><i>even asking the question because it was so obvious where the motivation comes from.</i></p> <p><i>It got me thinking back to when I was 12, and all I could think about was playing football. I was lucky that I did not have to go through anything like Callum has had to, then it dawned on me that I was about his age when my Grandfather died of cancer. I decided that I wanted to get more involved, rather than just help Jo out with bits and bobs here, and provide ideas. I realised it would be little sacrifice to spend a few hours and a few thousand calories a week to get fit, train, and do the ride myself, when compared to what children unlucky enough to be affected by cancer have to endure.</i></p> <p><i>I had been toying with the idea of doing something a bit different in the last few weeks, to set myself a challenge and see if I could complete it, so this seemed like the right time to take the challenge up. So, after joining up for the ride, I have joined a local Gym and have just finished my second training session. My legs hurt, but it will all be worth it in the end.</i></p>
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### **When will it take place?**

The riders will be leaving John O’Groats on Sunday 29<sup>th</sup> August and arriving at Land’s End on Saturday 4<sup>th</sup> September.

### **What is the route?**

**Day 1** - Sunday Through Wick, Helmsdale, Tarn and finishing in Invergarry

**Day 2** - Monday - down through Fort William, through Ballachulish, Erskine, Paisley, Glasgow, Strathaven, ending the day close to the M74 nr Lanark

**Day 3** - Tuesday Down the A74 through Lockerbie, Gretna, Carlisle, Penrith and ending in Kendal

**Day 4** - Wednesday Down to Lancaster, Preston, Leyland, Wigan, Warrington, ending near Stretton

**Day 5** - Thursday Down through Shrewsbury, Hereford, Chelt/Gloucester, Bristol and down to Taunton

**Day 6** - Friday takes us through Cullompton, Okehampton, Launceston, down to Newquay and ending in Redruth

**Day 7** - Saturday will take us through Camborne, Phillack, Hayle, Penzance and on to victory at Lands End.... and a gurt big cream tea!

### **How can people donate?**

People can donate through the JustGiving website - <http://www.justgiving.com/twycle>

## **What other fundraising activity will there be?**

Monty English is currently helping to run an online auction for various lots to contribute to the fundraising campaign. This can be found at [http://www.twyclebritain.co.uk/html/auction\\_.html](http://www.twyclebritain.co.uk/html/auction_.html)

For further press information, please contact:

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