



BITE THE SUN LTD

The Atrium
Curtis Road, Dorking
Surrey RH4 1XA
United Kingdom

T +44 (0)1306 646860
F +44 (0)1306 646861
info@bitethesun.org

www.bitethesun.org

PRESS RELEASE

For Immediate Release

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The DorkingShift 2013

Sportive fans looking for a testing target to enliven the end of their season could find their ideal match in the inaugural **DorkingShift** 3-cyclo sportive event. The British Cycling-backed event features three distances of 30, 50 and 100 miles, all taking in the beautiful lanes of the North Downs. The 100-mile *HeroShift* is not for the faint hearted, ascending up to 8,500 feet over 8 categorised climbs, making it one of the toughest sportives in the UK.

As an added incentive, event organiser *Bite the Sun*, is offering riders the chance to sign up for a 3-month, pre-sportive body and bike prep, training and performance webinar series. The first 30 early-bird entrants in each sportive signing up before June 30th, will get expert advice, training and performance testing usually reserved for elite athletes, with contributions from leading health, sports science and bike experts—all for the price of an entrance ticket!

- **Sportive options:** 30-mile *FunShift*, 50-mile *SuperShift* or 100-mile *HeroShift* and under-12 *KiddieShift* on closed roads
- **When:** 29th September 2013
- **How to enter:** online at www.britishcycling.org.uk/events/details87735/The-DorkingShift or www.thedorkingshift.co.uk
- **What it's in aid of:** *Yes to Life* cancer choices and *Alliance for Natural Health International* (ANH-Intl), a campaign promoting natural health approaches
- Sign up **BEFORE end of June via British Cycling link** for a chance of £389 worth of **FREE** functional testing **PLUS 3-month FREE webinar performance-enhancing series worth £840** ♦Antioxidant testing ♦Performance/over-training testing ♦DNA profiling.
www.britishcycling.org.uk/events/details87735/The-DorkingShift
- **Other stuff going on:** full day of health and fitness expo with live cooking demos and tastings, followed by an evening of live music and entertainment, the *DownShift*

Company No: 07908834

VAT No: GB 129068309

Registered address: 10 Milton Court, Ravenshead, Notts, NG15 9BD, UK

- **Organisers of The *DorkingShift* 2013:** grassroots health empowerment initiative *Bite the Sun, for a vital life*. Directors: Meleni Aldridge, Adele Wolstenhulme and Dr Rob Verkerk
- **For more info:** contact Sophie Middleton info@thedorkingshift.co.uk or tel: 01306 646583

DON'T MISS OUT!

**BOOK BEFORE END OF JUNE TO ENROL FOR BODY AND BIKE
PREP!**

www.britishcycling.org.uk/events/details87735/The-DorkingShift

