

PRESS RELEASE

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For immediate release



Cyclists celebrate lottery win

A local cycling group is celebrating the award of more than £2500 to promote the benefits of cycling to the public. Colne Cycling Campaign's lottery award will be used to publicise new cycling routes in Pendle and also to demonstrate how it believes facilities for cyclists could be improved further in the area. A cycling promotion day will be held in Colne town centre on Saturday 23 June as part of the national Bike Week event.

Campaign chair Steve Lax said:

'More and more people are realising the benefits of cycling, both for themselves in terms of health and also for the environment, as more car journeys are replaced with trips by cycle. More facilities are being planned for Pendle, both on and off road, and we want to help people who are thinking of cycling more to find out what's available.

'Cycling levels are generally low in Britain compared with many other European countries but the message is beginning to get out that apart from the benefits, cycling is a fun way to get around.

'There are other potential benefits to developing cycling in Pendle. New national cycle routes such as the Pennine Cycleway and the off road Pennine Bridleway have sections in Pendle, so we can expect more cyclists to pass through the area. If we can develop better facilities these cyclists might be encouraged to stop and stay a while.'

[ENDS]

Notes:

1. Colne Cycling Campaign's aim is to make cycling better in Colne and to improve access between the town centre and the surrounding countryside. More at www.colnecycling.org.uk.
2. Details of National Bike Week, an annual event, are at <http://www.bikeweek.org.uk>.