

Cycle Tour SA media in cycle showdown 2011-02-28 12:59 Email | Print Ryan OConnor
Cape Town - The battle lines are drawn ahead of the 34th Cape Argus Pick n Pay Cycle Tour. South African media will be competing for the ultimate bragging rights in the Cape Argus Pick n Pay Cycle Tour's second Media Challenge.

KFM Breakfast Presenter and winner of the first ever Cycle Tour Media Challenge, Ryan O'Connor, aims to defend his title by completing the 2011 Cycle Tour in sub-3 hours.

Jon Gericke, Sports Bulletin Editor for the eNews Channel, has no intention of making it easy for O'Connor: "I am in it to win it. There is no point travelling down to Cape Town and letting some radio announcer win the race. Obviously I am there for the fun of taking part along with thousands of other cyclists, but when push comes to shove, I am going to make sure that the Cycle Tour media prize makes its way to Johannesburg."

Not everyone is quite as bold as Gericke. Chris Whitfield, editor-in-chief of Independent Newspapers Cape, was a little more diplomatic when asked if he was aiming for a win: "There are a surprising number of people in the media world who ride quite seriously and the challenge will be hotly contested. For once we can race against each other instead of deadlines".

Others participating in the Media Challenge include Nic Dawes (Editor: Mail & Guardian), Jonathan Ancer (Head of Training: Independent Newspapers) and Gershawn Coetzee (Sports Editor: eTV).

All media competing will be timed individually and the rider who completes the Cape Argus Pick n Pay Cycle Tour in the quickest time will be crowned champion. Prizes will be awarded to the ladies and men who finish in 1st, 2nd and 3rd place at the Cycle Tour's official prize-giving on Monday, March 14. The prizes include bragging rights and cute little trophies.

Sport24 have partnered up with Bob Skinstad's charity Bob's for Good and therefore entered the race as a charity and cannot compete in the media challenge, but we are running some fantastic initiatives prior to the race as well as on the day. Sport24 have partnered up with MiX Telematics, a leader in stolen vehicle recovery and fleet management solutions, to track via GPS the five celebrity riders – Tank Lanning, Bob Skinstad, Robbie Fleck, Matthew Pearce and Marius Schoeman - in the Sport4Good team and we are giving you the opportunity to join in the fun and win some awesome prizes. All you have to do is predict which celebrity rider will finish first among the group. SMS your name and the name of the celeb to 34082 (SMS's cost R2 and all money raised goes towards the Bob's for Good Foundation).

Sport24's Tank Lanning is looking forward to the challenge: "I am very excited about Sport24's involvement in the Cycle Tour this year. I am pretty sure both Ryan and Jon will be sleeping a lot easier given that I am not able to take part in the Media Challenge because the Sport24 team is riding to raise money for our designated charity, Bob's for Good, though actually I think the only lack of sleep will be from my poor mountain bike that has to carry me round the 109km!"