



CAPE TOWN CYCLE TOUR

2024 MEDIA KIT

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CAPE TOWN CYCLE TOUR **AN INTRODUCTION**

Cape Town, situated at Africa's southern tip, is famed for its beauty and attractions. The city hosts the world's largest timed cycling event beneath the iconic Table Mountain, a Natural Wonder of the World. Thousands, including international cyclists and celebrities, join the 109km route through two-thirds of the Table Mountain National Park, a World Heritage Site. The Cape Town Cycle Tour is well-known for its 109km route around the Cape Peninsula, and the introduction of the Cape Town Cycle Tour 42km route in 2023, provides a platform for new cyclists, junior cyclists and those a little daunted by the main event's distance to experience the joy of safe cycling on fully closed roads. This event combines breath-taking scenery with camaraderie, making Cape Town a top destination for cycling enthusiasts and those captivated by its unique charm.

Owned and staged by the Cape Town Cycle Tour Trust (CTCTT), the 46th Cape Town Cycle Tour will be staged on Sunday, 10 March 2024.



CAPE TOWN HOST CITY



SITUATED BETWEEN THE SEA AND TABLE MOUNTAIN, CAPE TOWN IS SOUTH AFRICA'S OLDEST CITY WITH A CULTURAL HERITAGE SPANNING MORE THAN 300 YEARS.

Cape Town and its surroundings boast a unique blend of natural beauty and urban sophistication, making it one of the world's most popular travel destinations. Drawing visitors with a myriad of activities catering to diverse tastes, from adventure thrills and shopping to exploring the winelands, visiting townships, or enjoying the natural beauty of beaches, Cape Point, and Table Mountain, the city offers a wide array of experiences. Its allure lies not only in its beauty but also in the versatility of activities, ensuring that many visitors leave with a strong desire to return.

For more about Cape Town visit [Cape Town Tourism](#).



HOW IT ALL STARTED



BACK IN 1978 TWO CAPE TOWN CYCLING ENTHUSIASTS DECIDED TO HOLD A “BIG RIDE-IN” (THEN CALLED THE ARGUS TOUR) TO RAISE AWARENESS ABOUT SAFETY AND LOBBY FOR BIKE PATHS.

John Stegmann and Bill Mylrea, perhaps unaware of the magnitude their modest aspirations would attain, laid the foundation for one of the globe's most renowned cycling events. The Cape Town Cycle Tour, a fixture that now draws participants from across the globe, has become an iconic spectacle for both amateur and professional cyclists.

The genesis of this event can be traced back to Stegmann and Mylrea's initial endeavor, driven by a recognition of the inadequacy of safe cycling facilities. This concern continues to be a focal point for the city's provincial and local authorities. Presently, these authorities are actively engaged in formulating legislation to enhance the safety of cycling and expanding the existing network of cycling paths. The enduring legacy of the Cape Town Cycle Tour is a testament to the impact of addressing such fundamental issues in fostering a cycling culture that transcends borders.



WHERE THE MONEY GOES



The successful annual staging of the Cycle Tour enables the Cape Town Cycle Tour Trust to source funds for its two beneficiaries, the Pedal Power Association and Rotary Club of Claremont, which apply the surplus proceeds for social upliftment projects and the development and promotion of cycling and safe cycling initiatives.

Through the the [Pedal Power Association](#) (PPA) and [Rotary Club of Claremont](#), - which are equal stakeholders in the Cape Town Cycle Tour Trust - nearly R50 000 000 has been redistributed cross the Cape Peninsula in the last five years.

The PPA focuses primarily on cycling development projects and improving road safety for all cyclists, while Claremont Rotary's drive is into numerous social upliftment projects that improve the lives of those in need in local communitie

In addition, since 2012, the Cape Town Cycle Tour has allocated several entries to a wide range of [charities](#). Whatever cause is close to your heart, you are sure to find a charity that is making a massive difference in that sphere. Participants can buy an entry through one of the charities and help them raise much needed funds.

Watch the “Where the money goes” video [here](#).



RESPONSIBLE RECYCLING



TWO-THIRDS OF THE ROUTE RUNS THROUGH THE PROTECTED TABLE MOUNTAIN NATIONAL PARK AND GREAT EFFORTS ARE MADE TO ENSURE THAT THE BEAUTIFUL ROUTE IS KEPT IN IMMACULATE CONDITION.

Much is made of the fact that the Cape Town Cycle Tour takes riders through a pristine natural environment and that two-thirds of the route runs through the protected [Table Mountain National Park](#). Less is known about the effort made by the Cape Town Cycle Tour to ensure that the beautiful route is kept in immaculate condition.

Dedicated teams sweep the entire 109km area before and after the Cape Town Cycle Tour when some 150 people from disadvantaged Cape communities are employed to clear the more than 16 000kg of rubbish generated by the thousands of participants and many more spectators.

This involves considerable preparation, which is guided by a comprehensive [Environmental Management Plan](#). Also central to this process has been the Cycle Tour's much-lauded Stash Your Trash campaign.

TRACKING APP

[CLICK HERE TO VIEW THE APP](#)



The Cape Town Cycle Tour Trust is excited to introduce a significant enhancement to the rider and spectator experience for the upcoming Cape Town Cycle Tour on Sunday, March 10, 2024. Friends and family of riders can now easily track participants in real-time through the innovative SportSplits Tracker Mobile App.

Key features of the SportSplits Tracker Mobile App include:

- **Live Web Tracker:** Receive real-time updates on participant times and current pace as they cross each split point.
- **Live Leaderboard:** Stay informed on race leaders and top riders in each category with the Live Leaderboard feature.
- **Live Map Tracking:** Track participant locations on the Interactive Course Map, providing a visual representation of progress along the route. Additionally, spectators can explore points of interest along the route, enhancing the overall viewing experience.
- **Text2Follow®:** Receive real-time participant updates via text notifications on your mobile phone.
- **Mobile App:** Access Live Participant Tracking, Push Notifications, Leaderboards, Map Tracking, Event Messages, Event Info, and more directly through the mobile app.

Please note that while times posted during the event are unofficial, official results will be provided upon completion of the Cape Town Cycle Tour.



CAPE TOWN CYCLE TOUR REGISTRATION & EXPO



The [Cape Town Cycle Tour Expo](#), the exclusive registration site for the Cape Town Cycle Tour, stands as South Africa's premier cycling, health, and fitness exhibition.

Thousands of enthusiastic cyclists, accompanied by their families and friends, converge at the Expo. Transforming into a comprehensive cycling shopping extravaganza, the expo showcases a diverse array of products and services encompassing nutrition, equipment, and accessories.

Set against the backdrop of the iconic DHL Stadium in Green Point, the Expo is scheduled to unfold from Thursday, 7 March, to Saturday, 9 March 2023, offering participants and visitors a three-day immersion into the vibrant world of cycling, health, and fitness.



109KM CAPE TOWN CYCLE TOUR



THE 46TH CAPE TOWN CYCLE TOUR WILL BE HELD ON SUNDAY, 10 MARCH 2024

The 46th Cape Town Cycle Tour, the biggest timed bike race in the world, will be held on Sunday, 10 March 2024. Featuring the iconic 109km route as well as the newly introduced 42km.

Primarily, the Cycle Tour provides a glorious day out for tens of thousands of cyclists. For just one day of the year, human power rules the roads of the fairest cape in the whole circumference of the earth (Sir Francis Drake, 1579).

It's not all about riding legally on freeways, though; in the months following the Cycle Tour, millions of rand are ploughed back into the communities the 109km route crosses through the ongoing work of the event principals, the Pedal Power Association and the Rotary Club of Claremont.



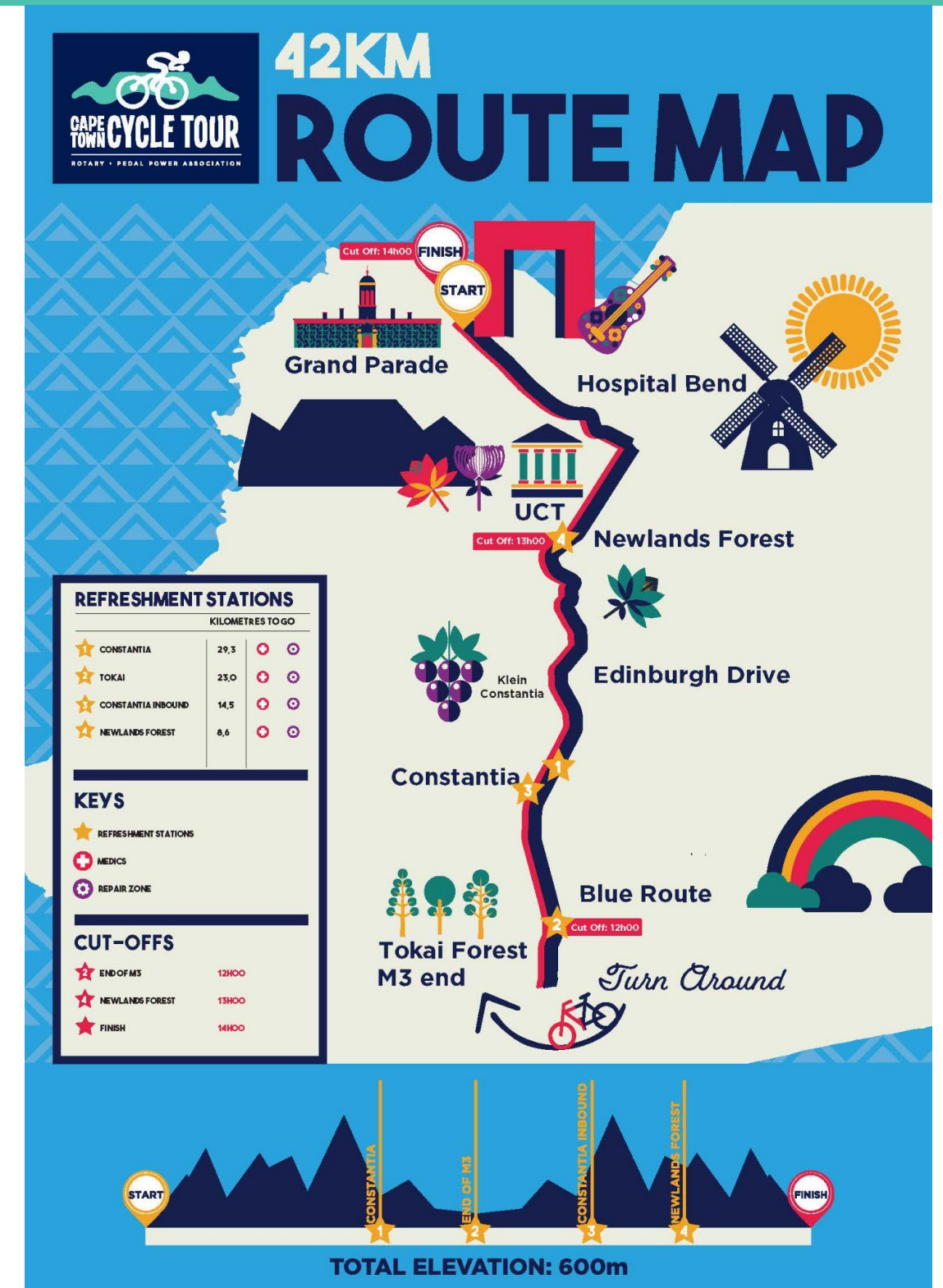
42KM CAPE TOWN CYCLE TOUR

THE 42KM CAPE TOWN CYCLE TOUR WILL BE HELD ON SUNDAY, 10 MARCH 2024

The 42km Cape Town Cycle Tour is the short and sweet addition to the world's largest timed cycle race. The Cape Town Cycle Tour is well-known for its 109km route around the Cape Peninsula, but with the introduction of the Cape Town Cycle Tour short route, the Cape Town Cycle Tour Trust are providing a platform for new cyclists, junior cyclists and those a little daunted by the main event's distance to experience the joy of cycling on closed roads.

Riders on the 42km route will enjoy the same world-class organisation, festive refreshment tables and cycling camaraderie that the Cycle Tour has become famous for over the course of its 46-year history.

Read about it [here](#).



SPECTATORS

Cape Town Cycle Tour is as much fun to watch as it is to ride

The Cape Town Cycle Tour, an eagerly anticipated event occurring every second Sunday in March, promises excitement for both participants and spectators alike.

If you're not among the cyclists tackling the challenging route, there are prime viewing spots to catch the action. Download our new [app](#) which contains an interactive map of spectator spots and where you can find them.

Paradise Road offers a glimpse of cyclists conquering “Whineberg” Hill, the steepest climb, while Glencairn Beach and Simonstown provide picturesque coastal views. Noordhoek Farm Village offers a charming setting near Chapman’s Peak, and Hout Bay’s Main Road and Suikerbossie present thrilling spectacles.

The finale at Sea Point, with the sharp left turn into Queens Road, ensures a thrilling conclusion near the DHL Stadium. As you enjoy the race, be a responsible spectator by conserving water, refraining from smoking, and respecting the environment.

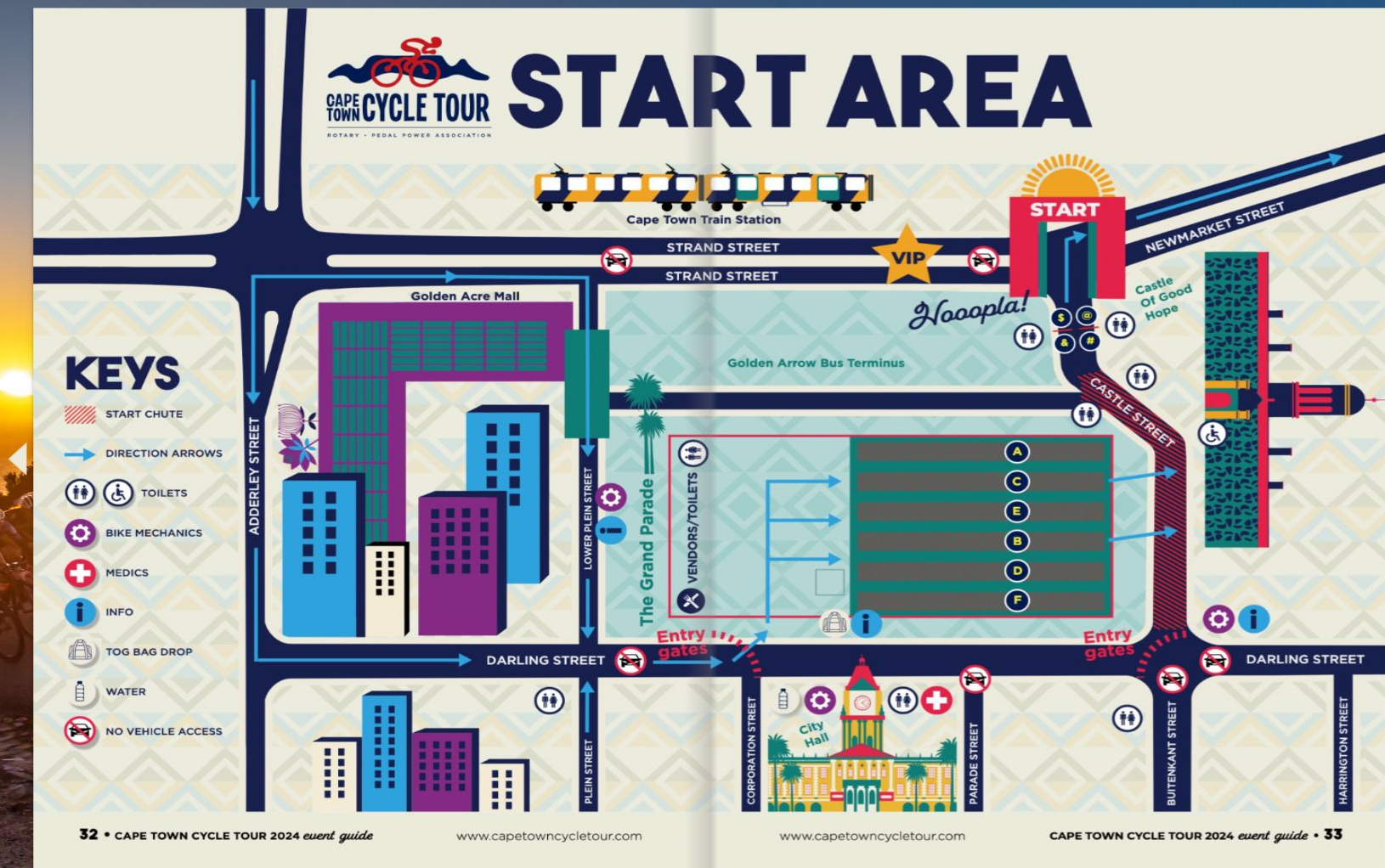


CAPE TOWN CYCLE TOUR EVENT GUIDE



All the details of the 2024 Cape Town Cycle Tour can be found in the Event Guide, read it [here](#).

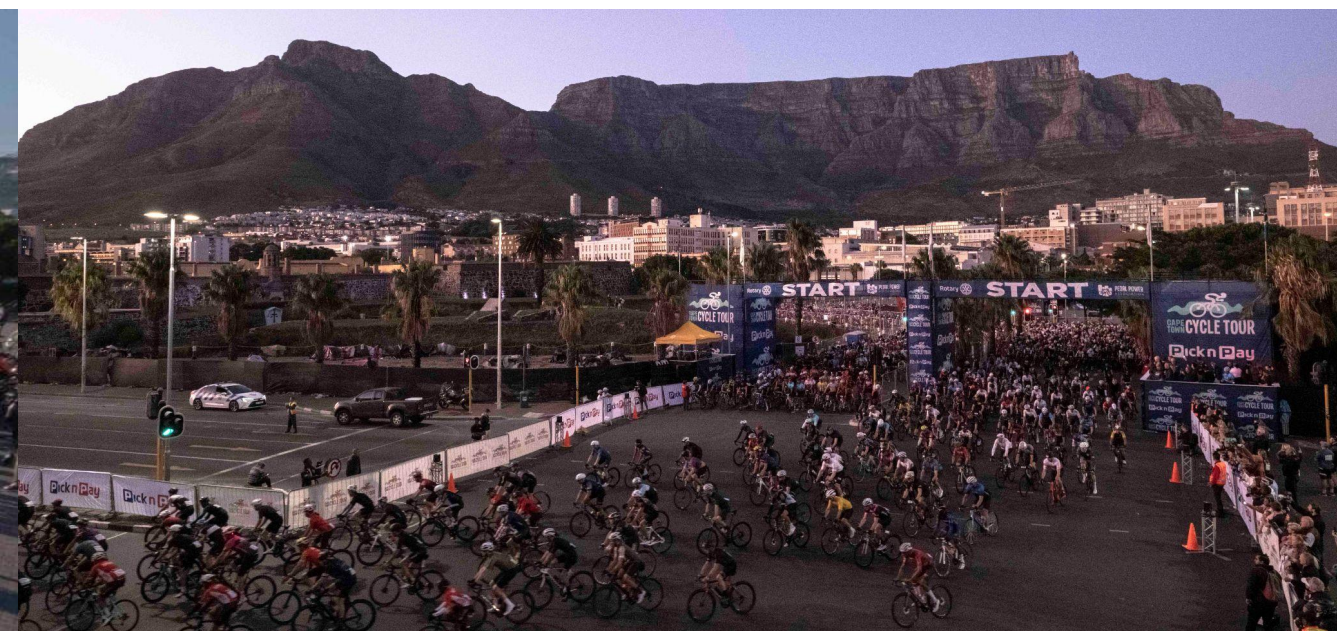
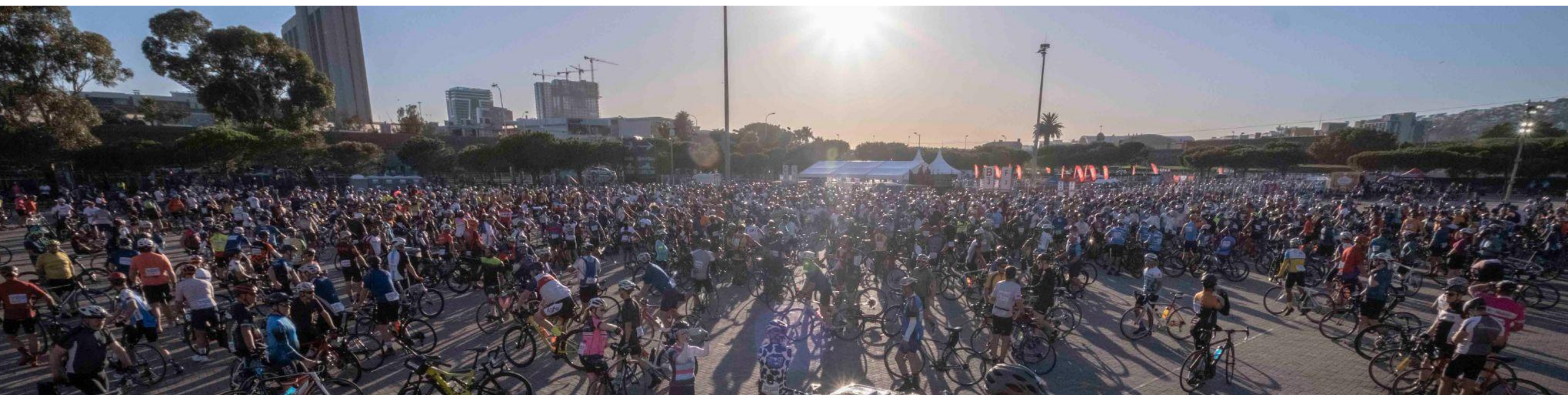
[VIEW THE 2024 EVENT GUIDE HERE](#)



SOME INTERESTING NUMBERS

THERE ARE MORE THAN 3000 PERSONNEL WORKING THROUGHOUT LIFECYCLE WEEK TO ENSURE A SAFE AND WELL-ORGANISED EVENT

- 1000 marshals from 35 Rotary Clubs direct cyclists along the route and monitor other road users, either from stationary positions or using the 41 dedicated vehicles, 20 motorbikes and the chopper;
- 230 traffic officials, 40 metro police, and 182 South African Police Service law enforcement officers are involved;
- Peninsula Beverages provides 50 000 litres of Powerade, 100 000 litres of Coke / Coke no sugar, 100 000 litres of bottled water and 100 tons of ice.
- 84 volunteers and 150 paid local community members help to clean up before and after the ride;
- 16 operators' man the Delta Comm radios to ensure communication lines are kept open between Refreshment Stations and the Joint Operations Centre;
- The medical team comprises 25 doctors, 64 nurses, 120 first-aiders, 65 ambulances, 9 medical motorbikes and 1 medical helicopter.





**Thank you for your interest in the
2024 Cape Town Cycle Tour**



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