

# The Tour is coming...

One of Norfolk's most successful sportswomen and three-times winner and reigning World Ironman Champion, is backing the benefits that the Tour of Britain is bringing to her home county.

Born and raised in Feltwell, near Downham Market, Chrissie Wellington knows the power that sport holds in raising aspirations and believes that the Tour will, and is already, encouraging people to get on their bike.

Considered by many to be the ultimate endurance test, the ironman distance triathlon consists of a 2.4-mile swim, 112-mile cycle, and a 26.2-mile run.

Breaking her own world record on July 18 in Roth, Germany, Chrissie's bike ride was the fastest ever achieved in an ironman distance triathlon.

At 4 hours 36 minutes, Chrissie's epic cycle was nearly the same distance as the 117-mile Norfolk route on September 16 – with Chrissie knowing more than most about the levels the riders will push themselves to in order to finish in the estimated time of 4 hours 20 minutes.

**Chrissie Wellington MBE, said:**

“The Tour of Britain coming to Norfolk is great news for the county and as well as providing a first class sporting occasion to enjoy, the benefits go a lot further than the day itself.

“Organisations throughout Norfolk are doing wonderful work in promoting cycling and getting people out and about and active.

“Whether it be by drawing inspiration from professional cyclists, or any other sporting or cultural idol, I want to see Norfolk's young people really pushing themselves and achieving whatever they believe they can.

“I like to think that my story is of inspiration to our young people. I went to school in Norfolk, attended local sports clubs like many others out there and used that as a springboard to my success.

“It would be wonderful to see someone pick up a bike for the first time, as part of the work being done to support this event, and then go on to compete for their country as a professional cyclist or triathlete.”

The current Sunday Times sportswoman of the year, Chrissie was recognised with an MBE in the Queen's Birthday honours list this June.

**Derrick Murphy, Norfolk County Council's Cabinet Member for Cultural Services, said:**

“Chrissie started in Norfolk sports clubs and now holds world records and has been the champion in her pursuit for three years running.

“Her tale is exactly what we are looking for from hosting the Tour of Britain in Norfolk. By increasing sporting aspirations and participation, we hope to develop more stars, like Chrissie, that future generations can aspire to be like.”



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