

## **PRESS RELEASE: Alice Springs to feature in national bicycle route tourism project**

ALICE SPRINGS (July 11, 2014) -- The Australian Bicycle Route Project pedals into Alice Springs this month as it maps out the country's first major bicycle touring routes.

The city will feature as a major destination in The Red Centre Route, a premier bike route running from Adelaide to Darwin.

"The trip between the Top End and the country's south has already become a very popular touring route for cyclists, particularly for Europeans and Japanese tourists," said Alia Parker, director of the Australian Bicycle Route Project and publisher of cycle touring website Cycle Traveller.

"While the route is popular, many foreign cyclists run into problems because they don't understand the risks involved in riding through the Australian Outback. Conversely, Australian cyclists often think the ride is impossible and head to Europe instead."

Cycle Traveller aims to put an end to any confusion by providing informative cycling-specific maps to help foreigners make the journey safely and encourage more Australians to get out and see their country by bicycle.

The maps will include a suggested route as well as details of the best time of year to ride, safety information, annual weather patterns, reliable water sources, well-stocked general stores, accommodation, camping spots, bicycle part retailers, bike mechanics, camping supplies, trip distances, road conditions and elevation profiles. They will also highlight attractions and points of interest.

"The ride between Adelaide and Darwin is a long one and Alice Springs will be an important stop because it provides cycle tourers with many of the supplies and services they need yet often struggle to find elsewhere along the route," Parker said.

The Australian Bicycle Route Project's Alia and Simon Parker are currently test riding the entire Red Centre Route ahead of its release in 2015. Having left Adelaide at the beginning of June, they will be in Alice Springs and available for interviews and photo opportunities on Wednesday July 16 and Thursday July 17, 2014.

Find out more about The Australian Bicycle Route Project at: [ozbikerouteproject.com](http://ozbikerouteproject.com)

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