

13 October 2016

7peaks.com.au
[#7peaksride](#)

TOURISM
NORTH
EAST

7 Peaks Ride 2016/17 set for *grand départ*

Road cyclists from around Australia and overseas are limbering up for the *grand départ* of Australia's alpine ascent challenge, the 2016/17 **7 Peaks Ride** season in Victoria's High Country, kicking off tomorrow - **Friday 14 October** - and **continuing through to 31 March**.

The popular summer event challenges road cyclists to climb the seven Victorian peaks of **Mt Baw Baw, Mt Buffalo, Mt Buller, Dinner Plain, Falls Creek, Mt Hotham and Lake Mountain**. At the top of each peak conquered, riders can record their achievements with a stamp in their special **7 Peaks Passport** or enter results on **Strava** using the official ride segments at **Strava.com/Clubs/7peaksride**.

Eight thousand passports have already been sent to registered cyclists with many more expected to sign on via the new **7peaks.com.au** website launching tomorrow.

This year the 7peaks.com.au site will acknowledge and celebrate the **extraordinary growth in women's road cycling with 100 Women's Stories**. Fifty of these real-life stories by women who have completed one or more of Victoria's 7 Peaks will feature on the new site, with 50 more to be added by women tackling the challenge throughout the 7 Peaks season.

Cyclists tough enough to ride and register four or more peaks will be in the running for the **grand prize of a European cycling holiday for two coinciding with the 2017 Tour de France** with Wide Open Road Cycling Tours, and anyone completing all seven peaks will be eligible for the highly sought-after 7 Peaks jersey.

And those looking for a perfect way in to the new riding season should look no further than the *Domestique Ride* at Lake Mountain on Sunday 13 November. New and seasoned 7 Peakers alike will enjoy the support and encouragement of this fun social ride - a great event to start the challenging cycling season ahead. More information and to register: domestiquecycling.cc/rides

Media enquiries to Tourism North East PR Manager, Sue Couttie
0419 522064 or sue.couttie@tourismnortheast.com.au