

Press Release

Second Edition of Kerala's 'Cyclathon' on April 8

Registrations open for Trivandrum event aimed at promoting cycling and healthy lifestyles

Thiruvananthapuram, Mar 14: Aimed at raising awareness about the health benefits associated with bicycling and to promote it as a fitness activity, the capital city is gearing up for the second edition of Kerala's sole organised mass cycling event on April 8.

Registrations have begun for the 'SilkAir Trivandrum Cyclathon 2017' organised by Stark Communications in collaboration with Indus Cycling Embassy and the Trivandrum Bikers' Club.

After flag off at 5 am from Manaveeyam Road, the SilkAir Trivandrum Cyclathon will course through the Vellayambalam- Kowdiar- Pattom- Vellayambalam circuit, crossing some of the greenest arterial roads of the city.

The event comprises three ride categories catering to all sections of the society – the 40 km 'Champions Ride' is open to those who are 18 years and above, the 'Trivandrum Fitness Ride' – a 14 km mass ride open to all from 13 years onwards and the 'Stark Kids Fun Ride' of 2.5 kms for children in the age group of 10 -12 years. The Champions Ride needs to be completed in 2 hrs and the Fitness ride in an hour.

While the first three winners of the Champions Ride will receive cash prizes totalling Rs 50,000, the winners of the Fitness Ride will take home attractive trophies. There are also medals for those who complete the ride within the stipulated time. There will also be certificates for all participants.

Regular cycling is known to protect people from lifestyle diseases such as heart attacks, stroke, obesity and arthritis, besides improving mental health. This is a message that the Cyclathon aims to spread through fun-filled cycling activities.

SilkAir, the regional wing of Singapore Airlines, is the title sponsor of the event, which has MasterCard as preferred partner.

"SilkAir has been flying to Trivandrum for over 17 years, and has always received strong support from the community. We hope that this event will help spread the message on the importance of a healthy lifestyle. We are very happy to once again partner with this unique event, which was a great success in its inaugural edition," said Julius Lim, SilkAir's Manager Trivandrum.

Details about the SilkAir Trivandrum Cyclathon 2017 rides, prizes and registration process are available on www.trivandrumcyclathon.in

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