

## **MEDIA RELEASE**

### **SME360 AHEAD OF THE PELOTON**

Sports Media and Entertainment 360 (SME360) has signed a 5-year management deal for the cycling event, Giro Della Donna to be held on November 25 & 26 at Warburton Recreation Reserve.

Now in its third year, the event owned by Cycling Tips who pride themselves on the event being a festival of cycling with likeminded people; gathering for the weekend to celebrate their common passion.

2017 sees the introduction of a number of exciting new elements to the event such as:

- new event village location
- closed and managed roads
- new event timing
- entertainment across the weekend
- a new shorter ride
- an invitational race.

Membership and Events Manager of Giro della Donna, Andy Van Bergen said it made sense to partner with SME360 for the event.

"Our long term goal for the Giro della Donna is to create not only a professionally run and memorable ride for participants, but to integrate the local community to develop a real asset for the region. Partnering with SME360 will enable us to realise this vision" he said.

"The main Fondo tackles some of the most spectacular (and lumpy!) roads in the Upper Yarra Valley, starting and finishing in the township of Warburton."

"The ride takes reference from the deep heritage of the sport, right down to the Italian name (The Tour of Donna Buang), and with the mix of mountain passes, 13km gravel sector, and true mountain top summit finish has quickly cemented itself as an instant classic."

CEO and Founder of SME 360, Martin Jolly said this deal has helped the company expand further into the cycling event industry.

"We are delighted to add the Giro Della Donna cycling event to the SME 360 mass participation event portfolio. Our cycling events are rapidly expanding as we add this event to our Great Ocean and Otway Classic Ride, Ride Daylesford and the Amy's Gran Fondo cycling interests."

"This now means that SME360 have over 20 events that we currently own, manage, or represent commercially, now making us one of Australia's leading event companies" he said.

Registrations are now open for the event here: <http://girodelladonna.floktu.com/>