



Richard Carus named as 'Britain's Manliest Cyclist'

Ladies...meet Richard Carus, Britain's Manliest Cyclist



Richard Carus, Chalk & Ward Head of Social Media, has been crowned 'Britain's Manliest Cyclist', narrowly beating four rivals in the public vote. The social media guru polled more than 10,000 votes to win the nationwide competition. In June 2011, The Bluebeards Revenge launched the hunt to find 'Britain's Manliest Cyclist' through cycling magazines, websites and the prestigious Dartmoor Classic Cyclosporitive. Hundreds applied but after much deliberation five ruggedly handsome cyclists were shortlisted for 'Britain's Manliest Cyclist'. And it was Richard, from Newton Abbot in Devon, who came out on top of the masculine pile. Gary Clements, Josh Bullock, Jason Richardson and Simon Grose were the other four finalists.

Nick Gibbens, spokesperson for The Bluebeards Revenge, said: "*The Bluebeards Revenge is the most masculine shaving cream on the market for men with heavy stubble, with ingredients such as Decelerine which actively reduces stubble, its perfect for manly cyclists who like to shave their legs. These five rugged chaps were all worthy winners, but it was Richard who secured the most public votes. We would like to thank all five guys for their enthusiasm, hard work, commitment and manliness. They have all been a pleasure to work with and will always be considered part of the Bluebeards family.*"

A delighted Richard said: "*I can't believe I won the competition. To be named the manliest cyclist in the UK is a massive honour. I would like to thank everyone who voted for me.*"



Richard, who is 38, took his campaign to become 'Britain's Manliest Cyclist' through his well-established social media contacts via Facebook and Twitter as well as going on local radio and getting numerous mentions in local and regional newspapers. He will now become The Bluebeards Revenge face of cycling, along with this he will get £500 to donate to a cycling club or charity of his choice and a year's supply of The Bluebeards Revenge shaving products.

"I will be donating the prize money to the Rowcroft Hospice in Torquay, which is an excellent and rewarding charity," said Richard.

The Bluebeards Revenge is available to buy from Menkind stores nationwide, Jacks of London, Amazon.co.uk, Lookmantastic and The Shaving Shack. For more information on The Bluebeards Revenge click on www.bluebeards-revenge.co.uk



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