



THE DARTMOOR CLASSIC TIMES

SPECIALIZED ADD THE ICING...

ISSUED: DECEMBER 2010

After meeting up with some of Specialized's team at the London Cycle Show, the organisers of the Dartmoor Classic have now linked up with the leading global bike brand to stage, what is set to be, the best ever edition of the highly popular Devon sportive. "We're knocked out with this further positive development in the short history of our event and delighted with the enthusiasm our new friends at Specialized are bringing to it. The event's association with the company will be a perfect partnership; the U.K.'s best sportive with arguably the World's most prestigious cycle trader." said Ron Keegan of the promoting Mid-Devon Cycling Club.



Specialized will add significantly to the whole Dartmoor Classic experience, which has become one of the country's most popular and enjoyable sportives. "The value that Specialized will bring to the event, both in terms of their physical presence and what the riders will gain from their support, will be fantastic. It's certainly going to put the icing on the cake as far as we're concerned." said Ken Robertson, the event's Chief Organiser.

WHO ATE ALL THE PIES!



As you read this you'll probably be tapering off your cycling activity and looking forward to a little seasonal relaxation. Let us be amongst the first to wish you all the very best for an enjoyable Christmas and a very happy New Year. However, don't forget, if you over indulge on the festive fare, you could find the Dartmoor Climbs next June a little harder than they needed to be. You have been warned.

THE CLOCK STARTS TICKING

The announcement of Specialized's support for the 2011 Dartmoor Classic certainly made a big impact on initial demand for places. Within the first couple of days of the on-line entry system going live, over 500 had already signed up, an event record for early bookings. Stewart Bergman, Chairman of the "Classic's" organising team said: "Unlike some of the other major sportives, we don't hype demand by engineering a midnight launch during the festive season. This may look like a great endorsement when the closed sign goes up in less than 24 hours, but it leaves a lot of people frustrated that they failed to make the cut. We much prefer to start relatively quietly and let people enter when they're ready, rather than putting them under too much pressure. Anyway, this approach always works for us and results in a sell-out way ahead of the big day. Once the shutters have gone up, then we start getting loads of requests for late extra places, all of which we have to decline. I could write

a book on the excuses people give as to why they missed the boat. I guess the message is clear, don't feel under pressure to enter immediately but, the clock's started ticking so don't get locked-out by leaving it too long." As The Dartmoor Classic Times went to press a further 700 had reserved their spot in the event, with the entry list now standing at 1,200

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MDCC
Mid-Devon Cycling Club



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