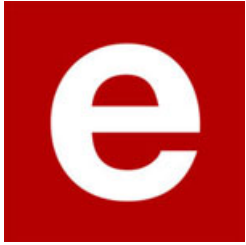


Momentum 94.7 Cycle Challenge gets new TV broadcast partner

The Momentum 94.7 Cycle Challenge, which takes place on 18 November 2012, has a new TV broadcast partner, e.tv, that will broadcast the annual race live.



"e.tv is excited to be the new television broadcast partner for this year's Cycle Challenge," says Monde Twala, head of channel. "We feel honoured to be able to showcase one of the biggest sporting events in South Africa, particularly to viewers who have not had the privilege of experiencing this event before. South Africa is a nation captivated by sport so, we continuously strive to broaden our offering and provide our audience with variety. We look forward to fostering a strong relationship with the Momentum 94.7 Cycle Challenge team for years to come."

Route

The race will start from Maxwell Drive in Woodmead and cyclists will then make their way on the highway past Ponte building, through the CBD and over the Nelson Mandela Bridge before making their way back to the northern suburbs of Johannesburg. Cyclists will enjoy full road closure on the route, which ends at Waterfall Country Estate at 4pm.

"Watching an exciting race on home turf and on local streets will hopefully encourage more people to become involved in a healthier lifestyle, whether it's for next year's race or just riding for fun and fitness. Loved ones at home also get the opportunity to feel part of the day's action - minus the sweat and pain," says Danie van den Bergh, head of brand Momentum.

The station will also broadcast a special highlights package on Sunday 25 November from 10.30-11.30am.