

## New look for Momentum 94.7 Cycle Challenge

The [Momentum 94.7 Cycle Challenge](#), being held in November 2012, has implemented a new look design and has refreshed its look and feel.



Momentum has renewed its sponsorship for this Johannesburg event and entries for the main race are now open.

"The race has established itself as a world class event and we look forward to recreating that great sense of community felt throughout the event," said Highveld station manager, Ravi Naidoo.

The Breakfast Xpress presenter, Darren Simpson, will also be taking part in this year's race, "I've been around for eight years and I've watched this event grow and thought, 'You know what? I'm going to do it this year'."

"It is an exhilarating event for every member of the family and we are proud to be the sponsors of it," said Danie van den Bergh, head of brand at Momentum.

### Ride for a purpose

The Ride for a Purpose campaign will continue to be the underlying thread throughout the race. "Last year R4.5 million was raised by different charities through the campaign," added van den Bergh. "We always aim to empower our beneficiaries to sustain themselves successfully and the Ride for a Purpose campaign reflects this purpose."

Through the campaign, cyclists are encouraged to sign up with a greater goal in mind and can share these stories on the [Facebook page](#).

The Cycle Challenge experience kicks off with the Kiddies Ride on Saturday 10 November followed by the Mountain Bike Challenge on Sunday 11 November. The main race will take place the following weekend on Sunday 18 November.

For more, go to [www.cyclechallenge.co.za](http://www.cyclechallenge.co.za).