

MTN OFM Classic to celebrate ten years of cycling success

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The tenth MTN OFM Classic is set for the weekend of 5 to 7 November 2010 in Bloemfontein. Not only will organisers and cyclists celebrate ten years of cycling success in central South Africa, they will also celebrate the second year of MTN's involvement as the title sponsor of this prestigious cycling event.



This year, the MTN OFM Classic will kick off their cycling weekend with the ever popular cycle and lifestyle expo hosted at the Windmill Casino and Entertainment Centre. The expo will be presented on 5 and 6 November, showcasing the latest in cycling technology and is the only official registration venue for the Classic.

Since mountain biking is rapidly growing in popularity under cyclists, the organisers of the Classic will present their second mountain bike race on Saturday 6 November. This year, the route for the mountain bike race was designed by keen mountain bike cyclists and the route will take entrants for this race on some of the more challenging back roads of Bloemfontein. The organisers of the MTN OFM Classic pride themselves in the fact that their race is perceived by many cyclists as one of the safest cycling races in South Africa. Being a race that is hosted in the Free State, many cyclists are surprised to find that the routes are not flat and definitely not boring. On Sunday, 7 November cyclists will hit the streets of Bloemfontein for a 94km timed stage race, with a supporting 39km untimed fun ride. As in previous years, the MTN OFM Classic is a recognised seeding event for the Cape Argus Pick 'n Pay Cycle Tour 2011.

The MTN OFM Classic is synonymous with strong winds and some steep hills that challenge cyclists, but the beautiful scenery, 13 entertaining water points and strategically placed medical points, makes the ride a memorable and enjoyable one.

Prizes to the value of R200 000 are up for grabs to participants of the Classic - including a Merida one twenty 1500 D Mountain bike and a Merida Scultura Evo 905-COM road bike, cell phones and many other prizes. The race also boasts with R20 000 in prize money for the mountain bike race and R80 000 in prize money for the main race.

An unknown aspect to participants of the race is the CSI initiatives of the race sponsors and their partners. Of significance to MTN is the Qhubeka initiative, which raises funds for the donation of bicycles to children and caregivers in developing communities who have no transport. It's important to note that Qhubeka bicycles are not merely handed over to communities - the Qhubeka non-profit organisation finances about 75% of the cost of the bicycle, while the recipient has to provide or earn the other 25% to give them a better sense of ownership and involvement. For OFM it is important to contribute their expertise and funding to the development of youngsters and cycling in rural areas. The station also presents an annual CEO's challenge which contributes to various charity organisations.

Entries for this year's MTN OFM Classic closed on Monday 25 October 2010. Late entries will be accepted, but cyclists are requested to note that a late entry and administration fee of R100 will be added to the original entry fee. For more information on the MTN OFM Classic visit www.ofm.co.za or contact the race organiser at 082 791 6003.

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