

Put your pedal to the metal, it's almost time for the annual MTN OFM Classic

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MTN South Africa and OFM launched today the 11th annual MTN OFM Classic at Bloemgate shopping center in Bloemfontein. This year's week-long Classic is scheduled for the 29 October to 6 November 2011.



Renowned as one of the safest cycling races in South Africa and an official seeding event for the Cape Argus Pick 'n Pay Cycle Tour 2012, this year's event promises to be a true celebration of cycling. Entry details for the biggest cycle race in central South Africa are available online at www.cyclelab.com.

Des Pooe, MTN SA Senior Manager: Sponsorships and Events says: "MTN is excited about getting the 11th edition of the MTN OFM Classic underway end of October. This year we have pulled out all the stops, to ensure that all the cyclists and spectators have an amazing experience. "

"We are proud to be associated with an event as prolific as the Classic. It displays our continuous commitment towards profiling cycling not as lifestyle but an endurance sport. This also a platform to enhance MTN Qhubeka cycling team's vision to develop an African World Cycling Champion through the MTN Qhubeka initiative which enables children to earn bicycles through planting trees." concluded Pooe.

The MTN OFM Classic will kick off the cycling week with the cutest cycling race ever; the Kiddies Classic which attracts children as young as a few months to ten (10) years on 29 October 2011.

The popular Lifestyle and Cycle Expo which showcases the latest in cycling technology, follows on the 4th and 5th November at the Windmill Casino and Entertainment Centre.

Since mountain biking has grown in popularity among cycling communities, the organisers of the MTN OFM Classic will present their third mountain bike race on Saturday 5 November 2011. This year, the routes for the mountain bike race measures 25kms and 65kms respectively and will take entrants for this race on some challenging back roads of Bloemfontein.

On Sunday, 6 November, cyclists will hit the streets of Bloemfontein for a 99kms timed stage race, with a supporting 40kms untimed fun ride. The MTN OFM Classic is synonymous with strong winds and some steep hills that will challenge the 4500 cyclists that are expected to take part across all the events during the week, but the beautiful scenery, entertaining water points and strategically placed medical points, surely make the ride a memorable and enjoyable one.

The Free State Provincial Government has come on board this year as a logistics partner to the MTN OFM Classic. OFM CEO, Gary Stroebel said that "This partnership will go a long way in ensuring the safety of cyclists because the Provincial Government has guaranteed a total closure of the roads along the route of the race. He also said that this will elevate the image of the race as a premium event on the South African racing calendar.

According to Nick Efstathiou, Marketing Manager of OFM, "The MTN OFM Classic is the highlight of OFM's annual event calendar. Seeing our listeners and their families get on their bikes and spend quality time together with the sound of central South Africa; OFM is a rewarding experience."

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