

Hello everyone,

We hope your Christmas preparations are coming along well and the weather hasn't dropped too low just yet! Please see below a brief update on the Etape Caledonia since last month's email.

Event Updates

- We are progressing with plans for an additional event which we are looking at introducing on Saturday 16th May, and holding on the Saturday of the event weekend annually moving forward. This of course will depend largely on the success of the year one event, but we are hopeful of introducing it for 2020 and confident it will be popular with both new and existing participants.
- The proposed event is a gravel ride, which will take place on existing public pathways, so will not involve any additional road closures.
- The aim is to use 2020 as a way of gauging interest in the ride and seeing if we can grow and develop it over the coming years.
- As mentioned last month, we will share the updated road closure maps once they have been produced. Again, the aim is to make these far more user-friendly based on 2019 feedback

Marketing / Commercial Updates:

- We currently have 3,551 entries for Etape Caledonia 2020 with all general places selling out in record time. Riders can still enter through a premium entry, a corporate place or a charity place.
- This total is split between 3,078 General, 351 Premium and the remainder Charity
- This year, alongside long-standing charity partner Marie Curie, we also have Scotland's Charity Air Ambulance on board. Riders have the option to raise money and ride for either of the two charities. Additional charities are being welcomed to the event enabling more great causes to benefit from participant fundraising.
- Following feedback received we are building a community information page for our website, designed to contain information on road closures and activity around the weekend for local residents. If there is any information you think it would be useful for us to include on this page, please let us know.
- <https://www.etapecaledonia.co.uk/mailling-list/> - if people want to sign up to the mailing list for exclusive news and offers.

Dates for the diary

We will be in touch in the New Year to confirm the next dates we will be visiting the area.

If you have any questions in the meantime regarding the event please feel free to email us at: info@etapecaledonia.co.uk or call on 0845 680 8838.

Best Wishes,

Team Etape Caledonia