



# Media Service

*Rainbow Challenge 2014 Media Release*

*No: rc1406*

*16 June 2014*

*Embargo : None*

*Written by: Dave Macleod*

## Entry extended and boosted by massive incentives

Pietermaritzburg – With less than two weeks to go to the Rainbow Challenge Final at the Cascades MTB Park on Saturday 28 June, the day before the UCI MTB Marathon World Championships, organisers have extended their entry deadline after concluding a massive new incentive package worth over R200 000.

The event has joined forces with the much-talked ultra endurance event The Munga that will be staged over more than 1000 km from Bloemfontein to Stellenbosch in December, offering a total prize pool of \$1 million, with the winning team earning \$750 000, second getting \$100 000 and third \$50 000.

Recognising the common interest in the local marathon racing community, Cycling South Africa has struck a deal with the organisers of The Munga to give two team entries, each worth \$10 000, to riders at the Rainbow Challenge and the UCI Marathon World Championships.

One of the entries into The Munga will be given away as a lucky draw prize to a rider who has entered and completed the 70km race at the Rainbow Challenge Final. This means that one lucky rider in one of the age groups between 30 and 59 years of age will win the two-rider team entry into The Munga in a lucky draw of all the riders who finished the race.

The other entry into The Munga will be awarded to winner of the elite women's race at the UCI MTB Marathon World Championship.

With a steady flow of entries reaching the Cycling South Africa office, and the collaboration with The Munga triggering substantial interest in the local MTB Marathon community, the organisers have agreed to extend the closing date of entries for the Rainbow Challenge Final to midnight on Friday 20th June.

The Rainbow Challenge is based on the popular format used for the MTB Masters World Champs and the UCI World Cycling Tour Final for road cycling that allows veteran and masters age group rider to contest a title in each five year age bracket.

More information on the 2014 Rainbow Challenge can be found at [www.rainbowchallenge.co.za](http://www.rainbowchallenge.co.za)

ENDS

<i>Photo</i>	<i>Caption</i>	<i>Photographer</i>	<i>Click to download the hi-res pic</i>
	Rainbow Challenge Logo - Jpeg		<a href="#">HERE</a>
	The new Rainbow Challenge jerseys that will be awarded to the winners in each category of the Rainbow Challenge finals on the day before the UCI MTB Marathon World Championships in Pietermaritzburg at the end of June 2014.	Gameplan Media	<a href="#">HERE</a>
	One lucky rider who completes the 70km Rainbow Challenge Final will win an entry into The Munga ultra-endurance for a team of two riders worth \$10 000.	Darren Goddard/ Gameplan Media	<a href="#">HERE</a>

**Conditions of usage of photographs:** All photographs supplied and hyperlinked herewith may be used free of charge, with full credit to the photographer and agency as provided. The photographs may not be modified or retouched in any way, but may be cropped to suit the layout requirements of the publications. The photographs provided may be used exclusively for editorial purposes, and may be reprinted in any newspaper, magazine, television programme or on any website. These photographs may not be used for any commercial or promotional purpose, including but not limited to posters, advertisements, commercials, promotional email correspondence, point-of-sale material or any retail promotion. Should such usage be desired, please contact us at the details below.

**Is this of no value to you?**

This media release is intended for use by media professionals covering this specific activity or sport. Should this release not be relevant to you, please [advise us immediately](#) and we will be glad to remove your name from this particular database. It would be useful to us if you could advise us which subjects you would like to continue receiving releases on.

For any further information, or if you cannot access the images, please contact:

[Gameplan Media](#)

(031) 764 3017

[info@gameplanmedia.co.za](mailto:info@gameplanmedia.co.za)