
MEDIA RELEASE

FOR IMMEDIATE RELEASE

23rd February 2021

FRASER COAST GRAN FONDO ROLLS INTO TOWN



Organisers of the Inaugural Fraser Coast Gran Fondo together with Fraser Coast Tourism & Events are excited to announce the brand-new road cycling mass participation event taking place on 21, 22 & 23 May 2021.

The Fraser Coast Gran Fondo will kick off a full weekend of festivities at Seafront Oval, Hervey Bay, where the event village will be located. Over the weekend participants will have a brilliant cycling experience, enjoying the traditional 130km Gran Fondo and the 80km Medio on Saturday 22nd May 2021, to the excitement of the Crit race and family ride on Sunday 23rd May 2021. There is something for the whole family.

After a year of limited community activity, the region is thrilled to welcome the event that will provide economic impact as well as excitement to the region.

“The addition of the Gran Fondo to our events calendar is great news for the region” Fraser Coast Mayor George Seymour said. *“Cycling is very popular here and linked historically to the region. An event that attracts more cyclists to the region to enjoy our beautiful scenery is great news.”*

The event is not just a ride, the festival, which opens on Friday 21st May, will include food, drinks, entertainment, exhibitors and cycling specific displays, as well as

coordinating pre-race registrations, making the weekend an entire experience.

Martin Simons, General Manager of Fraser Coast Tourism & Events also commented:

“The Fraser Coast Grand Fondo is a major step towards the region’s broader ambitions to become Queensland’s major destination for sporting tourism. This style of cycling event will attract both elite and mass market participation and bring strong economic benefit to the region.

“Introducing the event in May is also well timed to boost one of the “shoulder periods” of visitation on the Fraser Coast, before the build-up of the winter season and the arrival of humpback whales”.

Supported by AusCycling Queensland, the event will attract top cyclists from around the country as well as catering for the everyday rider, families and kids, making the Fraser Coast Gran Fondo a memorable experience for everyone.

Event Director of the Gran Fondo, Chris Heverin is ecstatic to be bringing the event to the Fraser Coast. *“I can’t think of a better backdrop and location for a cycling holiday, from the beaches to farmland and everything in between. The Gran Fondo is designed for riders of all abilities, providing a challenging experience whilst showcasing this beautiful part of the world. We’re all about offering a fun, inclusive experience that will see you coming back for more in future years.*

We would also like to recognise Fraser Coast Tourism & Events and Fraser Coast Regional Council for their support and vision in bringing the Gran Fondo to the Fraser Coast region.”

The 2021 inaugural Gran Fondo registrations will open on Monday 22nd February and are available at www.frasercoastgranfondo.com.au .

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