

# EG etc.

## Cycle to MAPIC is all about the journey

The King's Cross Cycle to MAPIC 2018 had a lot to live up to. Not only did it need to put last year's windswept extravaganza to bed, it was also the third and final year of King's Cross's tenure as title sponsor.

Mercifully, both the weather and the wind were much kinder this year, and although there were breezy days, it was nowhere near strong enough to blow riders off their bikes.

King's Cross was joined by team sponsors Wembley Park, British Land and Nash Bond. Some 43 men and women from

the retail property industry were a supportive, friendly and high-spirited bunch, and the teamwork taking place among the peloton was frequently commented on.

Cycling 720km from Girona to Cannes is not easy: there are some really tough days, with lots of climbing (days 1, 3 and 4 in particular), and if you haven't ridden in a big group at a certain pace before, it can be a daunting prospect.

Katie Duffin, assistant project manager at Argent, said: "As someone completely new to

cycling, the support that Club Peloton provided – both on the ride and in the months prior – was invaluable.

"The only word I can find to describe the ride is 'amazing'. As an inexperienced female cyclist, I was nervous the ride would be a testosterone-fuelled race, but I was pleasantly surprised to find that the enjoyment really was all about the journey as one supportive team.

"The consistent encouragement during the ride was inspiring and made the segments between each break on

the long days go by with (relative) ease. I definitely couldn't have accomplished my goal without the help of both the riders and the support crew along the way."

King's Cross has brought a lot to the ride over the past three years, from encouraging people to ride to fostering a relaxed, informal vibe with constant music out on the road. The current fundraising total stands at £68,000, including Gift Aid.

**TO FIND OUT MORE ABOUT THE RIDE AND OTHER CLUB PELOTON INDUSTRY CYCLES, VISIT [WWW.CLUBPELOTON.ORG](http://WWW.CLUBPELOTON.ORG)**



