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## **SPORTSMATCH COMMITTED TO FUTURE CYCLING SUCCESS AT NEXT COMMONWEALTH GAMES**

Britain's commercial sector, in tandem with Sportsmatch, the government's grassroots funding scheme, could hold the key to our continued success in the cycling events at the next Commonwealth Games in Delhi in 2010.

The track cycling events finished yesterday, with the home nations winning 5 gold, 5 silver and 7 bronze medals – the best ever home nations Commonwealth Games track cycling medal tally. To build on this success, it is clear that investment in cycling at grassroots level is paramount to find the potential stars of the future.

One scheme that is having a huge impact at a grassroots level across the whole country is **British Cycling's** Go-Ride school development programme, which is sponsored by **Sportsmatch** and Tesco Stores plc. Go-Ride aims to bring high quality cycling coaching into the curriculum and increase participation amongst young people both in and out of school, at a primary and secondary school level. The coaching activities vary in each region but may include Road, Cyclo-Cross, Mountain Bike, Track or Cycle Speedway and over 5,000 children are expected to participate in the scheme.

Mike Reynolds, Director, Sportsmatch said: "Cycling is a traditional area for success for England and Great Britain and if we are to maintain this we have to invest at grass roots. Additionally of course, cycling is a great recreational sport

for health and fitness. Schemes such as this British Cycling Federation programme, funded by Tesco and Sportsmatch, deserve all the encouragement they can get.”

As there are increasing demands on funding in sport it is also clear that the commercial sector has a huge part to play in the future of sport development in this country. Tesco has not only supported this scheme but will be encouraging children to take part in a whole range of sporting initiatives through the Sport for Schools and Clubs voucher collection scheme. The scheme provides free coaching equipment and professional coaching sessions to help children learn to enjoy and get involved in sport.

Tesco Director, Tim Mason, said: "Most children don't see their bicycles as a potential sport, just a way of getting to school, visiting friends or going down the local park. But cycling is also a fantastic form of exercise, good fun, kind to the environment, easy to do and can be a team sport. This partnership will support cycling clubs in communities and in schools and will build on the other Tesco sports schemes."

For further information about Sportsmatch log onto [www.sportsmatch.co.uk](http://www.sportsmatch.co.uk)

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#### **Notes to Editors:**

##### **Sportsmatch Background:**

Sportsmatch is the government's business sponsorship incentive scheme for grass roots sport. It is funded by DCMS through Sport England and administered by the Institute of Sports Sponsorship. Sportsmatch matches commercial investment in approved community sports development programmes and since 1992 has encouraged around 5,000 companies to sponsor grass roots sporting activities.

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