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New sponsor for Taupo's cycle festival

A second year of Cyclemania — Taupo's festival of cycling events — is off the starting blocks with a new sponsor and event manager.

Youthtown has come on board as the main sponsor and partner for the week-long cycling event.

Newly-appointed event manager Lianne Fraser said there was a diverse programme of cycling activities planned for the week leading up to the Cycle Challenge, including two attempts to get Taupo into the *Guinness Book of World Records*.

"Cyclemania involves just about every aspect of cycling,

including spectator activities. We really want people to use the event as an opportunity to get out and give biking, or a different style of cycling, a go," she said.

A full programme of Cyclemania events will be on the website www.cyclemania.co.nz by the end of this month.

Cyclemania begins on November 17. It was launched last year and is a joint venture between Bike Taupo, Wattyl Lake Taupo Cycle Challenge, the Taupo District Council and Sport Waikato.

For more details, contact Lianne Fraser on (027) 452 5456.