

EXCITING NEW PARTNERSHIP BETWEEN ABERGAVENNY FESTIVAL AND LEADING SPORTS NUTRITION COMPANY KINETICA

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A COMPANY that provides nutrition supplements for some of the biggest sports teams and stars in Europe has partnered with the Abergavenny Festival of Cycling for this year's event which begins on July 9.

Kinetica Sports, who include rugby union British Lions Ben Youngs, Tommy Bowe and Stephen Ferris among their list of Ambassadors, are connecting with the Festival of Cycling to provide nutritional support and other ancillary help for the Iron Mountain Sportif which takes place on Saturday July 13.

Fluid is crucial to riders on the Sportif over their 25 mile, 50 mile and 100 mile routes and Kinetica, who also work with legendary Irish cyclist Sean Kelly and his An Post Chain Reaction road team, will be supplying nutritional supplements to the plain water that will be taken on board by the riders during the day.

Abergavenny Festival of Cycling organiser Bill Owen said: "We are delighted to be able to welcome Kinetica on board for this year's Festival and for helping us make the Iron Mountain Sportif an even better event for everyone taking part.

"Cyclists, at whatever level, need to take fluid on board during their rides. While water will help during a long bike ride, having nutrients to boost energy levels will make the day even more enjoyable.

"It is also a real step up for the Festival of Cycling to be able to work with a partner like Kinetica and we look forward to a long association with them in future years as the Festival grows even more."

Hugo Youngman, Brand Manager ,said: "We are delighted to be partnering the 2013 Abergavenny Festival of Cycling. We are seeing increasing numbers participating and using nutritional supplements as part of their pre, intra and post race strategies. The Abergavenny festival typifies the attraction of cycling as a competitive sport for all ages and levels"

Already British Cycling head coach Shane Sutton and legendary multi-world champion Hugh Porter have signed-up to the Iron Mountain Sportif and numbers are growing by the day.

With a limit on entries, ensure you don't miss out by logging onto www.abergavennyfestivalofcycling.co.uk and register now.

For more information about Kinetica Sports, go to www.Kineticasports.com

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