

## **PRESS RELEASE**

**June 2018**

### **Bristol resident gears up for international charity cycling challenge**

A local woman will be attempting to complete a 520km international cycling challenge later this month to raise money for a Bristol-based charity.

Thirty-six-year-old Louise Towler, who lives in Fishponds, is a Rookies Instructor, Lifeguard and Duty Manager at Kingswood Active Lifestyle Centre and will attempt the challenge between 21<sup>st</sup> and 24<sup>th</sup> of June. She will be raising money for PROPS, a Bristol-based charity that helps those with learning difficulties and disabilities to achieve their full potential in the community

While the bike ride, which will lead participants through the Netherlands, Belgium, France and England, will push the team of cyclists to the limit, they will be fully supported and looked after by Black & White Hospitality Limited.

Each rider in the team, which has around 40 members, needs to raise a minimum of £1,200 – a target that Louise has already surpassed through cake sales, collection buckets and even back-to-back spin sessions.

“It’s not going to be easy, but I’m looking forward to the challenge and am absolutely thrilled to have surpassed my fundraising target” said Louise.

“I couldn’t have done it without the support of my colleagues at Circadian Trust, who’ve rallied around me to smash the target. Everyone brought in some beautifully decorated treats for the cake sale and we managed to sell them all – which we were really chuffed about!”

To ensure that she’s well prepared for the challenge, Louise has tried to keep her training as varied as possible, from using Kingswood Active Lifestyle Centre’s spin studio for 3-hour sessions to outdoor cycling in Bristol, Bath and Castle Combe.

“I’ve not needed to do the 100-mile cycle sessions I’ll be doing in the challenge during training as 20-30 miles a time is usually enough to maintain muscle memory, which is really important” adds Louise.

Over the past couple of years, Black & White Hospitality have raised over £75,000 for a number of charities by taking on cycling challenges. This year, they’ve decided to organise their own event, providing participants with lunch stops, baggage transport between overnight stops, fully trained physios and even bike mechanics.

Once Louise completed the four-day challenge, she will immediately start training for a host of events over the next few months. Her training and journey will end however, with the ultimate test of endurance at the IRONMAN event in Boulder, Colorado.

She’s set to tackle this challenge – known as one of the greatest across the planet – in June 2020 and will be leading spin cycle sessions and a naked calendar to fundraise for Cancer Research.

The Centre Manager at Kingswood Active Lifestyle Centre, Martyn Hinam, said: “As Active Lifestyle Centres, we’re dedicated to helping our customers and staff lead active, happy and healthy lives. We’re always looking for ways to support the local community and think Louise and her team have done incredibly well to raise funds for PROPS.

“A lot of hard work and dedication has gone into Louise’s training and we hope that people continue to support her as she takes on this challenge. We wish her every success for the bike ride and can’t wait to welcome her back to the Centre once she’s finished!”

For more information about the charity bike ride or to donate towards Louise’s fundraiser, please visit: <https://mydonate.bt.com/fundraisers/blackwhitehospitalityltd44>

Kingswood Active Lifestyle Centre is one of five lifestyle Centres and a dual-use Sports Centres operated across South Gloucestershire by the not for profit organisation Circadian Trust.

To find out more about the Kingswood Lifestyle Centre, please visit: <https://www.activecentres.org/centres/kingswood/>

**ENDS**

*Photo caption: Kingswood resident Louise Towler will soon cycle over 520km across 4 countries in aid of a Bristol-based charity.*

**Notes to editor:**

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**About Circadian Trust**

- Circadian Trust operates five leisure centre sites and a dual-use sports centre across South Gloucestershire in Bradley Stoke, Downend, Kingswood, Longwell Green, Thornbury and Yate and is a company and charity. Working in partnership with South Gloucestershire Council, the community strategy and overall shared philosophy is to contribute to the improved health, cultural and social wellbeing of the local community improving quality of life.
- Any profit made by the Trust is reinvested to improve facilities, equipment and services for its customers.
- For more information, visit: [www.circadiantrust.org](http://www.circadiantrust.org)