

SUPPORTING TEAM GB, THE WHOLE WAY!

SOLO CYCLIST BEGINS 10,000KM UK TOUR TO CAPTURE FANS' CHEERS FOR OLYMPIC HOPEFULS



- **Olympics nut, Jamie Ramsay, today embarks on a quirky, fun-filled yet gruelling cycle tour of UK towns and cities, encouraging the public to cheer on Team GB**
- **The winning team of Whole Earth, Team GB and double Olympic champion Helen Glover MBE get behind Jamie to boost support for the Tokyo Olympic Games this summer**
- **As he pedals around on his action-packed, peanut butter-fuelled UK tour, he'll be demonstrating the benefits of exercise and nutrition to raise morale and lift spirits**

Two-time Olympic champion **Helen Glover MBE** will be firing the starting gun as Team GB mega fan, Jamie Ramsay, begins his mammoth 80-day socially distanced cycling adventure.

“Our fans mean everything to us but we’re now facing a Games this summer with no British spectators in Tokyo. Jamie’s epic journey to help get fans behind us is awe inspiring. We have so much respect for his perseverance and hope he’ll spur us on to bring gold home for our fans this summer. We’re behind him the whole way.” says Helen, who is hoping to compete again this year.

Originally, Ramsay had planned to travel to the Olympic Games last year, cycling and sailing the whole way from London to Tokyo. But then Covid-19 thwarted his plans.

Undeterred, the British adventurer has rerouted his journey to take him through UK towns twinned with or named after places along his original route, including Moscow in Scotland and Holland in Hampshire. Instead of ending up in Tokyo, he’ll be crossing the finishing line in Stokeyo, aka Stoke-on-Trent.

Visiting Team GB athletes’ families, schools, and fans en route, Jamie will record their cheers and waves on doorsteps, creating the biggest virtual Mexican wave to spur on our Team GB hopefuls the whole way.

His gruelling challenge will also see him climb Ben Nevis, cycle Hadrian’s wall, and swim the Blue Lagoon in Abereiddy. You can see Jamie’s full ‘Whole Way’ journey route and how and where to get involved **here** www.wholeearthfoods.com/teamgb/wholewayjourney

The 41-year-old from East Lothian says: “I’m disappointed not to be able to go the whole way to Japan but am really looking forward to meeting fellow Team GB supporters around Britain. We’re all in this pandemic together and need a bit of fun. I hope my passion and determination to do this challenge will get Brits behind our Team GB heroes and show the benefits of exercise and nutrition on positive mental attitude and well-being.”



Sponsored by Whole Earth (the official peanut butter of Team GB), Jamie, who has always been nuts for both Team GB and peanut butter, will be harnessing the benefits of the plant-based spread along the way. He'll be peanut-butter powered - burning through the equivalent energy of 200 jars of peanut butter during the journey.

Kirstie Hawkins, Whole Earth brand controller, says: "As Team GB's official peanut butter, we're encouraging fans to back our Olympic hopefuls the whole way and Jamie's renavigated journey to Stoke-y-o is as nuts as it is inspiring. On top of the support from Jamie and millions of Team GB fans nationwide, we hope that peanut butter helps to fuel our athletes in Tokyo."



ENDS:

Notes to Editors:

For more information, images, or an interview with Jamie Ramsay, please contact Kara Buffrey on 07477 379 697 or email kara@highlightpr.co.uk

About Whole Earth:

Founded in 1967, Whole Earth creates natural and wholesome foods that are good for you and good for the planet. With a firm commitment on real, down-to-earth goodness, Whole Earth makes peanut butters and other products that are made with only natural, wholesome ingredients with nothing artificial added. Whole Earth is the UK's no.1 peanut butter brand and is best known for its growing spreads portfolio.

About the British Olympic Association:

The British Olympic Association (BOA) is the National Olympic Committee for Great Britain and Northern Ireland. Its mission is to develop, promote and protect the Olympic Movement in our territory in accordance with the Olympic Charter. The BOA achieves this through:

- Working in partnership with our members and key stakeholders to deliver world-leading services and support to enable British athletes to reach their full potential at the Olympic Games, Olympic Winter Games, and other IOC-sanctioned events
- Working in partnership with our members and key stakeholders to provide athletes with relevant support on the journey to, during and following their Olympic careers

- Engaging people throughout the United Kingdom to pursue their very own goals and dreams through the Olympic Values and the example of Team GB Olympians
 - Being the independent voice of Olympic Sport and collaborating with our members and other sport stakeholders, both domestically and internationally, to support the continued growth and overall health of the Olympic Movement in the UK.
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