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Albion Cycling & komoot present:

12 HOURS OF MAY

A cycling challenge that celebrates longer days, the hope of springtime and exploration closer to home. Open to anyone on two or three wheels, and willing to spend 12 hours outdoors in one go.

The idea is simple. Albion wants to promote going outdoors and wants to enable you to stay out longer. 12 hours outside is longer for most. So get ready for a new 12 hour adventure happening for you somewhere this May. Plot a route on komoot and stay outside for 12 hours. It doesn't even have to be riding time. You could stay in the saddle for 12 hours straight, or for just a few hours before finding a place to sleep and pedalling back home in the morning.

For those unfamiliar with komoot, it offers the chance to showcase your photography, mapping prowess and words to build a story around your ride. We want to hear about your 12 hour attempts and komoot is the perfect tool to share all the cool shots, back alleys, and highlights of your ride.

Sign up for this adventure at 12HoursOfMay.cc and tag your activity with #12HoursOfMay on komoot to be eligible for prizes. You can find all the information you need on that website as well.



Sign Up, Win Prizes

Everyone who takes part will get a limited edition clothing repair patch.

All entries will also be considered for some big prize bundles from Albion (£500 voucher), komoot premium membership and a whole year's supply of Outdoor Provisions. Sign up below and start plotting your route on komoot for free.

[Read more about prizes here.](#)

Elapsed Time

It's about the 12 hour window and however you choose to spend it. On road, off road.

30km or 300km. Daylight or night time.

Sleep or no sleep. The only *rule* is that **elapsed time** from start to finish must be no less than 12 hours.

It can be longer, but there's no extra merit.

Ride Etiquette

Plan and attempt your 12 hour effort within your local COVID guidelines.

Use any restrictions in place to form the idea behind your route.

Don't be a dick. Leave no trace.

Tag your rides on komoot with (TBC) and #12HoursOfMay on Instagram.

Share your routes by tagging [Albion](#) and [Outdoor Provisions](#) in it. Add your route to our collection [here](#) as well.



[Get all video and photo assets for publication and social media here](#)

About Albion

Albion makes cycling gear for British conditions. Inspired by the great British outdoors, we use modern technical fabrics to create functional cycling products for all seasons.

About komoot

Komoot inspires people to discover more of the outdoors. With its smart route planner, tips from fellow users, step-by-step voice navigation and inspiring content, it has become the outdoor app of choice for almost 10 million people around the world. Komoot is the starting point of the largest community of outdoor experts in Europe.

Links



[12 Hours Of May - website](#)



[Albion Cycling - website](#)



Albion Cycling on komoot



Albion Cycling on Instagram



Albion Cycling on Facebook



Twotone Amsterdam