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More straatrondes, more cycling culture.



Ride Out is pleased to introduce the new straatronde, the Ride Out Around the Olympic Amsterdam

Amsterdam 04/05/22 – Ride Out is very proud to announce the sponsorship of a new straatronde within the Rondes van Amsterdam, the Ride Out Around the Olympic Amsterdam, that will take place on the **14th of May**. Ride Out is supporting the local community with this event, to boost the cycling culture in Amsterdam.

In the years spanning from 1923 to 1955, every self-respecting Amsterdam neighborhood had its own roundabout. At one point they became so popular that the municipality banned them all in 1956– they often attracted 30 to 40 thousand spectators. In recent years, the Ronde van Amsterdam has returned to various neighborhoods. And this year the Ride Out Around the Olympic Amsterdam will become one of them.

Located at the Stadionplein, and as part of the iconic Move Amsterdam building, Ride Out is connecting the local races to the Olympic heritage and iconic designs of the lower-east part of Amsterdam.

Ride Out will also showcase the heritage of the town with Piet Van Heusden, Track World champion in 1952, and local ambassador of cycling in Amsterdam.

Together with the upcoming artist collective Puncheur, they will imprint Piet's heritage on the ground of the Stadionplein, dressing up the location to celebrate a passion for cycling that was, is, and will always be part of Amsterdam and the Dutch culture.

To kick-off the day, local riders and visitors will join the local Ride Out team on a social ride, ending with coffee and pastries, courtesy of Will's Bakery, to get themselves ready for the day. Lola Coffee will be providing the coffee, for everyone so that passers-by can enjoy the best brew in town and go for a bike test ride.

For those who want to enjoy the thrill of the circuit and to have some extra fun, there will be a cargo bike race at 13:30. Forget about speed rules, for the cargo bike race it's fun and strategy that rules: the goal won't be just to go fast, but to carry different elements that have to stay in place, so the uploading and downloading will be critical!

Both electric and regular cargo bikes are welcome.



Here the full schedule for the day:

- 10.30 – 11.00 Loopfietsenrace
- 11.00 – 11.30 Dikke Banden Races (7-12 jaar)
- 11.30 - 12.15 Talent Race
- 12.15 - 13.00 Open Vrouwen Criterium
- 13.00 – 13.30 Start Giro di Kika Social Ride
- 13.30 - 14.00 Bakfietsenrace
- 14.00 - 15.00 NL Crit Series Heats
- 15.00 – 15.45 Amsterdams Straatrace Kampioenschap (Keirin)
- 15.45 – 16.30 NL Crit Series B Finale
- 16.30 – 17.30 Open Mannen Criterium
- 17.30 – 18.15 Amsterdams Straatrace Kampioenschap (e-Derny)
- 18.15 – 19.00 NL Crit Series Finale

Ride Out is now an official partner of Amsterdam's Straatrondes, establishing the beginning of what could be a bright future for the local cycling scene, that, as always, will have to connect with the pulse of the streets and passion of Amsterdammers.

What is a straatronde?

Straatrondes are neighborhood parties around cycling races. Unlike traditional criteriums, the street rounds are made for the public – short and spectacular. Fat tire races, sprinting over 250 meters, Fixed Gear races (one gear, no brake), elimination races, crits of up to 40 minutes, mountain stages on the roller tire, all events are designed to maximize the public participation and involvement in the competitions.



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Ride Out Around The Olympic - Onderdeel van de rondes van Amsterdam



Rondes van Amsterdam - in samenwerking met RIH Sport

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