

CAFÉ DU CYCLISTE

☾ 11 January 2021, 08:00 (GMT)

HELPING THE COMMUNITIES OF THE ALPES-MARITIMES DEVASTATED BY STORM ALEX.

On the evening of Friday 2 October 2020, a storm of incredible violence and destruction swept across the south of France, bringing devastation to many communities in the back country behind Cafe du Cycliste's home town of Nice . To support the ongoing relief efforts, we have issued a limited-edition sweatshirt with all profits going to the official relief fund.



At Cafe du Cycliste we love the arrière-pays Nicois and we celebrate its roads and routes in our clothing, photography and stories. We believe it's the best place on earth to ride a bike and we like to think of it as our 'playground'.



Riding up east side of Vesubie valley.

On that night, more than 50 centimetres of rain fell per square metre of ground. That's a total of 500 litres, or around 4 bathtubs totally full of water, on every square metre in only 12 hours.

The picturesque town of Saint Martin-Vésubie was one of the worst affected. Its houses, bridges, roads, shops, museum, brewery, even its cemetery, were washed away.



The special-edition sweatshirt in a classic varsity style is suitable for men and women.

All of the profits made from this sweatshirt will go to the official relief fund Alpes-Maritimes - Solidarité 06, helping to pay for the hundreds of millions of euros of work that is being undertaken across the entire region to repair buildings, roads and flood defences, not to mention bringing food and material support to the inhabitants left without a livelihood – sometimes even without a roof.



The sweatshirt is available to purchase on Café du Cycliste.

For more information please get in touch with
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