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## TOUR DE ZWIFT RETURNS FOR 2020 WITH PRO-AM RACING

RETURNING EVENT SAW 119,076 RIDERS TAKE PART IN 2019

**(Long Beach, CA, Jan 10 2020)** - Zwift, the fitness platform born from gaming, has today announced the schedule for the 2020 Tour de Zwift. The popular stage event returns for a second year with the addition of pro-am racing and new group running events.

The Tour de Zwift is an inclusive stage event that allows Zwifters of all abilities to experience seven of Zwift's worlds and the variety of roads on offer. Different courses will be available to ride or run for each stage depending on which event category is selected. Stages will be divided up into the following categories: Cat A (Long Group Ride), Cat B (Short Group Ride), Women's Group Ride, Race and Group Run. Complete all stages, to unlock the exclusive 2020 Tour de Zwift kit.

Group Ride stages are great social rides and can be ridden at your own pace. Every finisher will be awarded a finish time and position and will receive a credit towards the exclusive Tour de Zwift in-game kit. A guide detailing what to expect can be found [here](#).

For those really looking to race, the 2020 Tour de Zwift will also feature a race category. Like all Zwift racers, Zwifters will be able to select their race category (A-D) depending on ability. Races will be short format, high-intensity events. Races will also count towards the kit unlock.

On the eve of each stage, a Pro-Am field of cyclists will take to the start line in a series of special exhibition races. A mix of professional cycling teams including CANYON//SRAM, TWENTY-20, Vitus, Canyon p/b Soreen, Ribble, SEG Racing, NTT U23 and Hagens Berman Axeon, will line up alongside a mix of the best community racers from the platform. Both Men's and Women's races will be held with a full broadcast production hosted by Esports presenter and Zwifter, OJ Borg. Borg will be joined by co-presenter and former professional rider, Hannah Walker for the first women's race taking place at 7pm GMT Saturday 11th Jan.

"We are really stepping up the Tour de Zwift this year. It's a great reflection of the efforts we've made in both esports and running, and I can't wait to get started." Says Eric Min, Zwift CEO and Co-Founder. "For those returning on the bike from last year, we have two new Worlds and a number of new Watopia routes to try. I will have my work cut out this year with both run and bike stages, but I'm glad that runners will be able to experience this fantastic annual event. However, with the new esports pro-am races taking place ahead of each stage, I'll also get a chance to sit back and watch others battle it out on the live streamed broadcasts."

For the first time this year, runners will also experience a taste of the Tour de Zwift. Run stages will take place in each world and will showcase the most iconic routes. Runners will need to complete a group run in each world to finish the tour. Group runs will be structured so runners can run at their own pace or go for the gold. The majority however, will be able to take advantage of settling into their pace and experience the motivational benefits of group running on Zwift. Just like the cyclists, runners who complete all seven stages will unlock a unique Tour de Zwift run kit.

More information, including details of how to take part in each stage, and where to watch the action, can be found at <https://www.zwift.com/eu/tdzride> for riders and <https://www.zwift.com/eu/tdzrun> for runners.

## **FOR FURTHER INFORMATION, PLEASE CONTACT**

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## **About Zwift**

Zwift is the fitness company born from gaming. We're dedicated fitness enthusiasts that also happen to be experienced software and video game developers. Combining that passion and deep understanding of the fitness world, Zwift is the first company to use massive multiplayer gaming technology to bring the outdoor experience indoors. Athletes from around the globe can train and compete with each other in rich, 3D-generated worlds simply by connecting their existing devices & hardware (e.g. cycle trainers, power meters, treadmills heart rate monitors, etc) wirelessly via open industry standard ANT+ and BLE. From friendly competition, to racing & structured training programs, Zwift is building a community of like-minded athletes united in the pursuit of a better social fitness experience.

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#### ABOUT ZWIFT

Zwift is the indoor training phenomenon taking the world by storm. An online platform helping everyone meet their fitness goals while having tons of fun along the way. Engaging gameplay meets fitness meets a global community of cyclists and runners. The result? Serious training made fun.

Meet new friends. Make new rivals. Ride up mountains. Run through jungles. Sprint through real roads made virtual or cruise across futuristic cities. Fun, flexible year-round training becomes the new normal with Zwift.

Build strengths and smash weaknesses with thousands of workouts. Train day or night, no matter the weather, and close the gap between where you are and where you want to be. Looking for something more specific? Flexible training plans by world-class coaches adjust to your schedule and help get you ready for race day.

#### Want in?

Just download Zwift and pair your devices to start making fun fast today.

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