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TOUR DE ZWIFT: THE BIG TOUR TO EXPLORE IT ALL RETURNS IN 2021

TRAVEL THROUGH ZWIFT'S WORLDS WITH THIS 8 STAGE TOUR OF DISCOVERY

Zwift, the global online training platform, has today announced the return of the Tour de Zwift for 2021. The popular stage event returns with eight stages for both cycling and running, starting on 4 January.

The Tour de Zwift is an inclusive stage event that allows Zwifters of all abilities to explore eight of Zwift's worlds, discover different routes and join a variety of events. There will be group rides, runs, special guest events as well as Rookie Rides and Runs.

Rookie Rides and Runs are ideal for those discovering Zwift for the first time. The events will be led by some of the most knowledgeable Zwifters who will help impart their knowledge and ensure participants will have a great time learning the how-to's of a group event. The rides will be kept between 1.2 w/kg to 2.0 w/kg in order to encourage everyone to stay together. Runs will also be kept at a social pace and designed for those newer to group events.

Performance apparel brand Le Col has partnered with Zwift and will be the Official Clothing Partner of the Tour de Zwift. Le Col has designed the official kits of the 2021 Tour de Zwift. Both the limited edition cycling kit and running tech tee, identical to the in-game designs, will be available to purchase from [Le Col's site](#) today. Participants of the 2021 Tour de Zwift will unlock a \$65 USD//£50 to spend at lecol.cc. In addition, all stage finishers will be entered into a prize draw with the opportunity to win a Colnago C64, courtesy of Le Col.

Each stage will feature a different theme and there will be different length routes for runs and rides to pick between depending on which event category is selected. Ride past London's famous monuments during a flat and fast ride. Spot the Sloth on the Jungle Circuit. Admire the sunflowers while pedalling along the undulating hills of RGV in France. Test your legs and count the hairpins while ascending to the snowy peak of Alpe du Zwift. With 852km of roads available to discover during the Tour de Zwift, there is something for everyone.

The Tour de Zwift takes place between 4th January and 20th February. More information, including details of how to take part in each stage can be found at <https://www.zwift.com/tdz>.

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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.

About Le Col

Le Col was born from one pro rider's push to create the best performance cycling apparel. Their founder, former GB cyclist Yanto Barker remains central to the development of Le Col kit. Putting his professional insight and hours of testing into every fine detail, it's Yanto's cycling expertise and pursuit of performance perfection that gives Le Col the leading edge. Pro-cycling experience goes into the design of every detail of their kit. Le Col has one of the widest testing and development networks in cycling, thanks to their professional teams constantly feeding back after testing, racing and winning in their kit. Although it's designed and developed in London, Le Col kit is produced in their own Italian factory in the shadow of Monte Grappa, offering unparalleled quality and performance detailing on the clothing they produce.

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.

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