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## ZWIFT WANTS YOU TO ‘WATCH THE FEMMES’

### ZWIFT LAUNCHES #NEWRULES CAMPAIGN 100 DAYS AHEAD OF MILESTONE TOUR DE FRANCE FEMMES AVEC ZWIFT

Zwift, the global online fitness platform, has today marked 100 days to go to the Grand Depart of the Tour de France Femmes avec Zwift with the launch of its #NEWRULES campaign.

Zwift is committed to being the catalyst for increased investment in women’s cycling, and is the presenting partner to both the Tour de France Femmes avec Zwift and Saturday’s Paris-Roubaix avec Zwift. With these partnerships and the #NEWRULES, Zwift aims to grow women’s cycling, build a stronger, more inclusive community, and create heroes for present and future cycling fans.

The first of the #NEWRULES, is “Watch the Femmes,” and we call on sporting fans around the world to tune into the, now regular and expanded, live coverage of women’s professional cycling, including Paris-Roubaix Femmes avec Zwift on Saturday, April 16.

All five #NEWRULES launching today are:

**Watch The Femmes.** *The more people that watch the sport, the faster it will grow, helping inspire new generations.*

**Always keep it fun.** *The power and personality of the women's pro peloton is infinitely entertaining. Let's keep racing fun.*

**Rethink what pro cycling looks like.** *Think of a pro cyclist. Now think again. Let's aim to place the stars of the female peloton on an equal footing.*

**Ride like the entire sport depends on it.** *Because it does. This is the biggest opportunity to grow cycling.*

**The finish line is just the beginning.** *These racers are in it for the long journey, and so is Zwift.*

As the sport evolves and grows, so too will these rules. The cycling community will be encouraged to create their own New Rules and share across their social channels with the hashtag #NEWRULES.

“This is an exciting year for our sport. Zwift is using their platform to inspire real change and invite the world to Watch the Femmes and invest in the future of women’s cycling,” said **Tiffany Cromwell, Professional Cyclist with CANYON//SRAM.** “When we line up for the Tour de France Femmes avec Zwift, we are showing women and girls everywhere that there is no limit to their cycling dreams. The #NEWRULES are powerful, and a fun way to rethink what is possible.”

### **#NEWRULES Mission**

Cycling fans across the world are also invited to come together on the Zwift platform as a community to celebrate 100 days to go with Zwift’s #NEWRULES Mission series. Kicking off on April 15th, Zwift is challenging Zwifters to ride 100km in a month for a chance to be at the first Tour de France Femmes Avec Zwift, a truly historic moment in cycling. Two winners will be rewarded with a VIP Thomson Bike Tours trip to the race in July 2022.

The series will feature exclusive virtual, in-game opportunities to engage with professional riders, and rides with the commentators who produce the Freewheeling podcast, which follows the women’s WorldTour. More information on how to sign up can be found here [zwift.com/watchthefemmes](https://www.zwift.com/watchthefemmes).

**Kate Veronneau, Director of Women’s Strategy at Zwift:**

“I’m thrilled to launch our #NEWRULES campaign at 100 days to go, and on the eve of Paris-Roubaix Femmes avec Zwift. This is a pivotal moment that paves the way to a bright future for cycling. Our #NEWRULES capture our genuine commitment to creating more fans and celebrating everything that makes women’s cycling unique, dynamic and joyous. It’s time for the next generation of female riders to get inspired, Watch the Femmes, and set their own #NEWRULES, as we come together to build an inclusive, fun world where more women are more active, more often.”

**Guy Voisin, Director of Cycling, Discovery Sports:**

"There are clear synergies with Zwift’s #NewRules and Watch the Femmes campaign and Discovery Sports’ commitment to giving females a platform so millions of fans across the globe can enjoy the world-class athletes they are. It’s a fantastic initiative from Zwift, the ASO and the teams themselves and one we as an organisation wholeheartedly support."

Designed to inspire women everywhere to begin their own cycling journeys, the #NEWRULES hub on [Zwift.com](https://www.zwift.com) will celebrate and introduce the world to a new generation of female heroes. This will be echoed across Zwift’s social channels.



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## ABOUT ZWIFT

Zwift is the fitness company born from gaming. We're dedicated fitness enthusiasts, experienced video game developers, and disruptive thinkers. Play is in our DNA and we know fun fuels results.

Zwift utilizes massively multiplayer online gaming technology to create rich, 3D worlds ripe for exploration. Join thousands of cyclists and runners in immersive playgrounds like London, New York, and Paris as well as our very own Watopia.

Our app connects wirelessly to exercise equipment: bike trainers, treadmills, and more, so your real world effort powers your avatar in the game.

From friendly races to social rides and structured training programs, Zwift unites a diverse community in pursuit of a more fun, immersive and social fitness experience.

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