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Stolen Goat Announced as Official Kit Sponsor for The Cycle Show 2022 //



Award-winning cycling apparel brand Stolen Goat are excited to announce that we are the official kit sponsor for The Cycle Show 2022, with a special custom designed cycling jersey created exclusively for the show.

Taking place at Alexandra Palace, London from 22-24 April 2022, The Cycle Show offers visitors the opportunity to check out the latest bikes, tech and cycle clothing, get inspired by legends of the sport and hear expert advice and tips. Alongside supplying a bespoke custom jersey for the show, Stolen Goat will also be attending to showcase our fantastic SS22 range and our new Custom cycling kit offering.

Visitors to the Stolen Goat stand will be able to check out our soon-to-be launched Spring/Summer collection, try on kit right there and then, and chat with the SG team to find out what gear is right for them. They will also have the opportunity to meet our Product Developer to learn more about the technical features and the design process behind our kit.

We'll also be showcasing our NEW Custom cycling kit offering. Stolen Goat Custom gives clubs, race teams, charities and groups of cyclists the opportunity to work one-to-one with a designer to create their very own, bespoke collection of cycling kit. Combining pro-level quality, next-level comfort and creative design – without costing the earth. With easily achievable minimum order numbers, and a straight-forward process that takes the stress out of club kit orders - Stolen Goat Custom makes bespoke kit accessible to all. Giving cyclists the freedom to ride how they like – wearing kit they love. Cycle Show guests will have the opportunity to meet with our friendly Custom Account Managers, and discuss the awesome kit we can work with you to create.

We're delighted to be partnering with The Cycle Show as their official kit supplier. We hope you'll love the exclusive Cycle Show jersey as much as we do, and we're excited to meet with fellow bike-lovers at the show!

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Notes for editors

Stolen Goat are the official kit sponsor for The Cycle Show 2022. We have created an exclusive cycling jersey for the show, available for men and women in sizes XS-XXXL. The jersey will be available to purchase on The Cycle Show website while booking tickets, or from our stand at the event itself. Stolen Goat have also created a special range of socks and water bottles for VIP guests, alongside crew t-shirts for all of The Cycle Show staff.

For more information on the show, visit: <https://www.cycleshow.co.uk/>

The Cycle Show provides visitors with a fantastic opportunity to come and learn more about our new custom cycling kit offering. Find out more about Stolen Goat Custom here.

ABOUT STOLEN GOAT

Stolen Goat was founded by Tim Bland in 2012 with a mission in mind: To inspire people to find freedom through sport so that they can live happier, healthier lives. With award-winning cycle clothing and accessories, Stolen Goat

helps to inspire and empower people to find their own form of freedom and adventure more. Whether that's hitting the climbs or hitting the café rides. Since its beginnings, Stolen Goat has grown a community of likeminded everyday cycling heroes – The Herd. United by our love of cycling, our passion for freedom and appreciation for awesome kit that dares to be a little bit different.

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Stolen Goat