From wine to whiting on wheels

Now celebrating its third anniversary, the Wine Wheels and Whiting community cycle event returns to the Clare Valley and Copper Coast this September.

It is expected that more than 300 riders will participate and enjoy a food and wine themed weekend of cycling activity as they pass through spectacular scenery, from the rolling hills of the Clare Valley to the coast of the Spencer Gulf from September 8-10, 2017.

Wine, Wheels and Whiting caters to riders of all ages, with three distance options available (45, 70 or 125km) plus a family ride through Wallaroo and along the waterfront. Both the Clare & Gilbert Valleys Council and the District Council of the Copper Coast have welcomed and embraced the event, working hard to showcase what the region has to offer and look forward to the benefits the returning event brings to the local economy.

“The event is an innovative way of uniquely promoting regional SA and reinforcing the delightful culinary match of Clare Valley Riesling and Spencer Gulf seafood,” Clare & Gilbert Valleys Council Mayor Allan Aughey said.

“The regional collaboration between council areas is very constructive in creating opportunities for new economic activity.”
Copper Coast Council Mayor Paul Thomas agreed: “We are pleased to be able to combine tourism activities and recreational pursuits in an event that will boost our respective economies, while also promoting much of what our regions have to offer.”

Participants will be treated to local hospitality, including a welcome dinner at the Clare Town Hall on Friday night, September 8, and a food and music festivities at the event finish in Wallaroo the next day.

Cyclists and their family and friends, plus the general public, can also indulge in a special 3 course gourmet dinner at the Coopers Alehouse Wallaroo on Saturday night. (Bookings essential)

Registrations for Wine Wheels & Whiting including the optional evening meals are open now online. To find out more go to www.bikesa.asn.au/winewheelswhiting

ENDS

Event schedule

Friday, September 8
Welcome dinner with guest speaker: Clare Town Hall at 6:30 pm. Book online via the event website. Guest speaker for the evening will be Will Dickeson, former pro-cyclist and current mechanic for the Australian National Track Cycling Team.

Saturday, September 9
• 125km departing Clare at 8 am
• 70km departing Snowtown at 9:30 am
• 45 km departing Bute at 9:30 am
• Family ride through Wallaroo town and along the waterfront – 10:00 am start

Food and Wine Day at the Wallaroo Town Hall 10am to 5pm. Open to the general public as well as ride participants. Local Seafood, Wine and Produce will be available. Free entry and free jumping castle for children.
Coopers Alehouse Wallaroo three course dinner at 6:30 pm. Book online via the event website or contact Coopers Alehouse direct on 8823 2488 www.coppersalehouse.com.au. Guest speaker for the evening will be Mike Turtur, Tour Down Under Race Director.

Sunday, September 10
The communities of Clare and Wallaroo are each hosting an optional 20-40km “recovery ride”, including a stop for coffee/brunch on Sunday morning.

Media contact information
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About Bicycle SA:
Bicycle SA is the peak organisation for recreational and commuter cycling in South Australia. We are a not-for-profit, independent, non-government association supporting and advocating for all recreational and commuter cyclists and for our 6000+ members.

Stats:
Figures from the South Australia Tourism Commission show that 75,000 domestic overnight visitors to SA participated in cycling in 2013 and cycle tourism is valued as contributing $2.4 billion every year to the national economy.
Cycle tourism figures: total contribution (tourism Victoria 2011), daily spend (Beeton, 2009, LaTrobe University) and annual domestic visitors to SA (SATC, 2014)