



Press release

Imatra, Thursday 24.4.2021

## **New cycling event in the land of 1000 lakes!**

**The Saimaa Cycle Tour cycling event takes place for the first time on the 9th & 10th of July 2021 in Imatra, Finland.**

The Saimaa Cycle Tour route is about 285 kilometres long. The route passes through the world's most beautiful lakeland areas and riders will experience the magic of the midnight sun. The departure from Imatra will take place in the evening of Friday 9 July 2021 and cyclists will reach the finish line at Imatra on Saturday 10 July 2021.

The Saimaa Cycle Tour is not a competition and the event is open to all cyclists who want to challenge themselves with this unique cycling experience. The route goes over rolling hills and asphalted roads. There are several drink and snack service points along the route, also warm food is available.

The Saimaa Cycle Tour organization and the services offered to the cyclists have been inspired by the world's largest cycling events. The aim of the event is to grow into the largest cycling event in Finland and attract participants from all corners of the world.

International Marketing Manager, Lieven De Rycke, confirms that at this point there are already over 1000 registered participants and the target is to reach 2000-2500 participants in our first edition.

Among the participants we have some unique personalities:

Former World Champion 24h MTB, Jean Biermans from the Netherlands, Finnish Paralympic Gold medalist Snowboard Cross, Matti Suur-Hamari and ex - Formula 1 driver and cycling aficionado, Heikki Kovalainen



The organization offers 3 different routes designed by former National Cycling Champion Juho Suikkari :

285 km Saimaa Cycle Tour: Starting from Imatra the route goes along the Vuoksi river towards Ruokolahti. Then it goes to Puumala & Sulkava famous for it's long boat rowing race. From the town of Savonlinna the route continues to unique landscape road on the Punkaharju ridge after which the route turns back to Imatra.

A unique experience!

82km: Jaakko Hänninen – Äitsaari island loop : Beautiful tour on the home soil of professional cyclist Jaakko Hänninen ( AG2R- Citroën). Rolling hills through the fields and forest of the Äitsaari island.

32km short tour to Ruokolahti and back.

The 82 km & 32km have specially reserved departure times for e-bike riders.

More than ever we attach importance to the safety of the participants. To insure this safety departure will take place in groups of 50 riders with different starting times.

Area:

Lake Saimaa is Finland's largest lake and well worth visiting in its own right, but what makes this region an ideal choice for your travel destination? We collected 10 reasons to visit the Saimaa region and spend your holiday in the beautiful Finnish lake district.

Saimaa bids you welcome at any time of the year.

<https://www.visitsaimaa.fi/en/10-reasons-to-come-to-saimaa/>

How to reach: It's easy to reach the start area in Imatra through the Airports of Helsinki and Lappeenranta. To make travel booking convenient we will make local travel services from our partners available on our website.

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