



MUC-OFF LAUNCH 'NOMINATE YOUR FRONTLINE HERO' CAMPAIGN WITH CUSTOM HELMETS AT PARIS-ROUBAIX

POOLE 29.09.2021 — Muc-Off, the global leaders in bicycle and motorcycle care are proud to launch their ['Nominate your Frontline Hero'](#) campaign. The launch celebrates the EF Education-NIPPO custom Muc-Off helmet switch-out, at the upcoming Paris-Roubaix.

The personalised Muc-Off POC Ventral & Ventral Spin helmet designs celebrate the efforts of frontline workers during the COVID-19 pandemic. The team originally ran the helmets back in the spring at Ronde van Vlaanderen (Tour of Flanders) and the Amstel Gold – raising awareness of the campaign at two of the most high-profile races in the calendar.

With eager anticipation of the returning Paris-Roubaix, otherwise known as 'The Hell of the North', following over a year out due to the pandemic, this is an exciting moment for both Muc-Off and EF Education-NIPPO. Paris-Roubaix is arguably the most famous one-day event in world cycling, as the pro-peloton take on the unrelenting and brutal cobbles in Northern France, with this edition of the race also hosting the first-ever women's Paris-Roubaix, after it was due to run in 2020.

"We're stoked to be showcasing these epic helmets once again, at another iconic race! Initiatives like this, and our ongoing support of the World Health Organisation, which recognise the heroes of this pandemic, are incredibly rewarding – It's awesome to give back, particularly during tough times." – Alex Trimnell, CEO at Muc-Off.

With Muc-Off's history of designing some of the wildest custom helmet designs seen in professional cycling, the EF Education-NIPPO x Muc-Off collab is no exception. Each helmet pays tribute to the incredible, selfless work done by individuals throughout the ongoing Coronavirus pandemic. The unique designs feature the names of frontline workers nominated by the riders, to show their gratitude and provide recognition of their efforts.

"As we continue to face the uncertainty of the coronavirus pandemic, one constant has emerged: the selfless commitment of our frontline workers. We are thrilled to be part of an initiative that recognizes all their hard work. It has been humbling to read the nominations from our riders and staff, from stories of neighbours delivering meals to tales of newly minted nurses working around the clock to provide medical care. We're proud to be partnered with a company like Muc-Off who understands the importance of impact initiatives like these, and we can't wait to show off the helmets one last time at Paris Roubaix." Alie Hopper, VP Business Development at EF Education-NIPPO Pro Cycling.

To celebrate the campaign, Muc-Off will be giving three lucky fans the chance to win their own piece of Muc-Off x EF Education-NIPPO history, with three signed helmets being given away. To be in with a chance of winning one, fans are asked to nominate someone in their life who has shown heroic efforts during the pandemic. Nominations can be submitted via the [Muc-Off website](#), or via Muc-Off and EF Education-NIPPO social channels, where fans can tag their COVID heroes to be in with a chance of winning one of these money-can't-buy prizes.

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About Muc-Off:

Back in 1991 Rex and Marilyn Trimnell got things started with X-Lite UK. After designing and manufacturing the world's first twin crown bicycle fork, Rex created a perfectly pink spray to clean his kit. To make a long story short, Rex's cleaner was the best thing since sliced bread, and it wasn't long before word got out and Muc-Off was born.

Fast-forward to now and Muc-Off is now the go-to brand for top riders. And, in case you haven't noticed, they do a bit more than our original pink cleaner these days.