



Ride The Giro like the pros with the pros

Do a stage, a week, or the whole 'Gran Corsa'

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The Prostate Cancer Charity and Sharp Electronics, in association with Rapha and Condor, today announced their plans for an iconic cycling challenge to raise funds to continue the fight against the most common cancer in men in the UK, prostate cancer.

As the pro peloton arrives in Milan on May 29th to complete the 2011 Giro d'Italia, a group of amateur riders led by a pro from the Rapha Condor Sharp team, will be setting off from Turin to follow the full route of the race under the banner of 'Gran Corsa d'Italia'. Ahead will be 3 weeks of fully supported riding, including mechanical and medical support, a dedicated soigneur, signed routes and feed stations, as well as a pro rider accompanying the group on each stage.

Participants can ride a single stage, three or five day blocks, or the whole three week 'Gran Corsa' for the challenge of a lifetime. With a limited number of places available, the only entry requirements, other than reasonable fitness, are an ability to raise a significant amount of money for The Prostate Cancer Charity, and to cover the costs for flights and half board.

In return will be a tour through the spiritual home of cycle racing, including transfers between stages and pre-booked accommodation, organized and fully supported by Classic Tours and the creator of the Cent Cols Challenge, Phil Decker. In addition, there will be access to special edition Gran Corsa kit and bikes from Rapha and Condor.

Sharp UK's managing director, Paul Molyneux, who helped raise £80,000 for The Prostate Cancer Charity as part of a 4-man team completing the Race Across America in June, commented, "This is just the kind of challenge we all sit around looking for on chilly November evenings, to give us a reason to train through the winter. The Giro has a real romance, and with next year being the 150th anniversary of Italy's unification, the organisers have chosen a route that takes in all the highlights. What better way to discover the beauty of Italy than through pain and suffering on the Zoncolan!"

For more information, visit www.grancorsa.com