



Media Release

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A Special Celebrity for Bike Wise

Plans for Bike Wise activities in February and March are progressing well.

News today is that “Shrek” the famous Merino sheep from Tarras has agreed to join the Mayoral Challenge bike ride. Shrek’s caregiver, John Perriam of Bendigo Station is in the process of designing and building a trailer for Shrek so that he can take part in the parade behind Mayor Malcolm Macpherson.

Organiser of the event, Jo Robinson from Community Road Safety said she was thrilled that Shrek was taking part. “The Mayoral Challengers get awarded points for the number of “celebrities” that take part in the challenge. The more people and celebrities that take part the more points for the district and the chance to be given the title of ‘Cycle Mad District’” says Mrs Robinson. “Wellington may have Peter Jackson and his film studios, Auckland may have Shortland St actors but Central Otago has Shrek. How cool is that?”

The Mayoral Challenge bike ride will take place in Alexandra on Sunday 2 March at 10.30 am starting at Pioneer Park. All cyclists who join in the challenge to ride behind the Mayor go in the draw for spot prizes. These include cycling clothes and accessories and an Avanti bike.

For further information please contact:

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