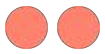


PRESS PACK

EAT SLEEP CYCLE



Welcome to Eat Sleep Cycle



Dear Sir/Madam,

It is a pleasure to welcome you to Catalunya for your press trip. We hope you'll have a wonderful stay in the region and we're delighted to have a small role in making sure that happens.

As one of the founders of Eat Sleep Cycle, it's my mission to make sure you get the best out of your trip here on two wheels.

Eat Sleep Cycle was founded in 2016 and from humble beginnings we have grown to become the region's biggest bike tour operator, with tours running across Europe every week of the year.

We have an extensive bike rental fleet, a fully-functional tours business, a beautiful retail space, a top quality bike repair shop - and a wonderful base in the heart of Girona.

At Eat Sleep Cycle we believe that cycling is a powerful tool to change people's lives. We cater for all level of cyclist, from the complete beginner to the hardened racer.

If we can help with anything during your stay, please don't hesitate to contact us and one of our team will be in touch.

Yours truly,

Brian Canty
Co-founder, Eat Sleep Cycle



Our Services in Girona & Europe



IN GIRONA

Bike Hire

We have an extensive range of bikes to cater for all types of cyclist. We have 4 types of road bike, electric bikes (mountain and road), gravel bikes, all-road bikes and fold-up bikes.

Our Hub

Our Hub is the focal point for all things cycling in Girona. Need advice on a day trip? Fancy a guided or self-guided ride? Have a problem with your own bike? Keen to do some shopping? Need a present for a loved one? Our Hub is the one-stop shop for all your cycling needs.

Sample Themed Day Trips

- Empordà Wine Tasting and bike tour
- Costa Brava Bike & Boat
- Via Verde (Green Way) - a fully unpaved track from the Costa Brava to the mountains, passing our front door!

IN EUROPE

Cycling Tours

Currently we operate in Spain (South and North), Andorra, France (including the Alps), Italy (Tuscany, the Dolomites and the Italian Lakes). Our vision is to grow this.

Our tours are completely flexible, guaranteed to run and are scheduled for the time of year offering the best weather and quietest roads.

From our base in Girona we have access to the best cycling in Europe and we're always on the road seeking the next hidden gem, undiscovered col or epic gravel road. We cater for all who love to cycle and offer tours for cyclists of all abilities and inclinations.



10 Facts About Eat Sleep Cycle



1. Eat Sleep Cycle started in 2016 when two of the partners met at a local bike race.

2. Brian and Lee laid the foundations of Eat Sleep Cycle during an excited drive home from an elite road race Les Franqueses (neither of them won).

3. The first Eat Sleep Cycle tour was an epic ride from Girona to San Sebastian.

4. In the space of two years Eat Sleep Cycle has grown to a team of over 10 staff, moved premises three times & now has a fleet of over 70 rental bikes.

5. During this time two of the partners, Lee & Louise, got married and cycled from Girona to England on a tandem to celebrate.

6. In a previous life Brian wrote for Irish Cycling website Stickybottle.com and as a result knows everyone in Ireland who rides a bike.

7. The Eat Sleep Cycle team is an international bunch, hailing from Colombia, Italy, Ireland, England, Wales, America, Menorca, Catalunya, Canada, Germany & South Africa.

8. Eat Sleep Cycle tours run in: Catalunya, the Alps, the Pyrenees, the Dolomites, Tuscany, Lake Como, the Basque Country, the Picos de Europa, Gran Canaria, Calpe & Belgium (and yes, the list grows every week)

9. Girona is home to almost 100 professional cyclists.

10. Eat Sleep Cycle has 97% 5* reviews on Trip Advisor.



Quotes



OUR GIRONA HOME

“Girona has been and still is an incredible place to grow a cycling business. The city instantly makes a cyclist feel at home with its traffic-free roads, friendly drivers, diverse terrain and most importantly, a growing cycling community. This cycling community has become my family and I have never ever felt more at home anywhere in the world”

Lee Comerford, Partner

ABOUT THE PRO CYCLING LINK

“The presence of the professional peloton adds weight to what we do. While they have put the place on the map, it’s the global community of cyclists from all over the world that have helped shape what Girona is today. More and more pro cyclists are calling Girona home, and so too are the number of expats who instantly feel attached to the place. It is our mission to serve all these people’s cycling needs.”

Brian Canty, Partner

“We’re at the beginning of a journey, building a cycling tour company that delivers world-class tours in the best places in the world to ride a bike. The people who join us along the way are key to creating this reality.”

Louise Laker, Partner



Bios



BRIAN CANTY, IRELAND

Brian is an Irish guy living in Girona for over 4 years. In 2014, at the age of 28 he decided to leave his steady, secure job at the Irish Examiner newspaper to try and seek out a better work-life balance in Spain. He failed miserably, because now as owner of Eat Sleep Cycle he works all the time!

LOUISE LAKER, UK

Louise is a touring-cyclist turned road-racer from Kent, England. She studied and worked in London for 6 years in the sustainability sector before heading to Girona where she pursued cycling and the racing dream. Soon after she founded Eat Sleep Cycle alongside Lee & Brian where she focuses on tour design and promoting women's cycling.

LEE COMERFORD, UK

Lee is an Engineer from the north of England who has lived and worked on the Isle of Wight as well as the more exotic locations of China, San Diego & Argentina. After a career change and a stint of sustainability in London, Lee found his new home in Girona, where he's busy growing Eat Sleep Cycle.

EAT SLEEP CYCLE STAFF

Our staff are a multi-talented, multi-lingual mix of people from all over the world. They are the real heroes who champion cycling and the Eat Sleep Cycle community. More details can be found on our website

<https://www.eatsleepcycle.com/about>



Partnerships



CHPT3

Chapter 3 is a premium brand created by UK ex-professional cyclist David Millar inspired by his time in the pro-peleton and home in Girona. We're working together to create the ultimate cycling experiences in Girona.

FACTOR, BROMPTON & RIDLEY BIKES

We sell and rent our favourite bikes from Factor (for a state of the art race machine), Brompton (for a stylish spin around town) & Ridley (for a classic bike from cycling's Belgian heartland).

MAAP

An Australian brand bringing style, innovation & performance to our Eat Sleep Cycle kit,

FEEX EVENTS

We're proud to be the official tour provider for the Rocacorba & Bonaigua Gran Fondo.

GIRONA PARTNERS

Local business partners include the city centre Hotel Carlemany, the leading golf hotel PGA Catalunya Resort and clothing brands Rocacorba Food Truck, Tactic & Sismic.

“Cycling is a powerful tool to change people’s lives. We like to work with brands who share this vision.”



EAT SLEEP CYCLE

EUROPEAN BIKE TOURS

For more information contact Louise:

press@eatsleepcycle.com

+34 972 64 91 31

<https://www.eatsleepcycle.com>

