

## Amy's Ride SA 2008



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**MEDIA RELEASE**

**TUESDAY 01 JULY 2008**

# **Southern Expressway - bike rider exclusive** ***Inaugural Amy's Ride SA***

Details were today announced regarding the first ever Amy's Ride SA, with bike riders set to enjoy a slice of transport history as the Southern Expressway prepares to open exclusively for bike riders.

An Amy Gillett Foundation (AGF) initiative presented by Bicycle SA, Amy's Ride works to promote and encourage the mutual awareness and respect of bike riders and motorists on our roads.

Launching the opening of registrations today was AGF General Manager Melinda Jacobsen, Amy Gillett's parents Mary and Denis Safe and local member for Mawson Leon Bignell MP.

Last year five cyclists died on South Australian roads as a result of collisions with motorists.

"In comparison to the national death toll of 41, South Australian motorists and cyclists perhaps do not need to improve mutual awareness and respect as much as other states, although statistics are relative to population figures. Certainly we would be loath to see the recent collision between cyclists and a motorist in Sydney play out here in Adelaide.

"As was the case with Amy Gillett; a single unnecessary and tragic death is one too many and we hope Amy's Ride will kick start the warmer season with an important safety message to all SA road users," said Ms. Jacobsen.

AGF was established after elite South Australian cyclist Amy Gillett was killed by a motorist whilst riding in Germany.

Bicycle SA has for over 25 years championed to see more South Australians cycling more often in safer, healthier communities. General Manager Christian Haag sees Amy's Ride as a natural extension of this commitment.

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"The very essence of Amy's Ride is to encourage riders of all abilities, ages and fitness levels to enjoy a fun, safe ride on our roads. Equally it aims to profile the presence of riders amongst motorists so that all road users become more aware and accepting of each other. Amy's Ride is encouraging a heightened culture of road use and safety that very much reflects Bicycle SA's philosophy," said Mr. Haag.

Member for Mawson, Leon Bignell, is delighted Amy's Ride will finish locally.

"The spectacular route along the Southern Expressway to McLaren Vale is a wonderful opportunity to enjoy iconic local scenery and we're hoping to see thousands of riders not only from Adelaide, but regionally and interstate support and participate in this outstanding initiative.

"Through my previous work I knew Amy Gillett and her death was a shocking tragedy. However, I have seen first hand how Amy's friends and family have worked to channel this tragedy into creating a safer environment for cyclists and a more tolerant culture for all road users, and that is to be commended," said Mr. Bignell.

Information regarding registration for the three possible rides (30km, 60km and 100km) is available at [www.bikesa.asn.au](http://www.bikesa.asn.au) or on 08 82 32 26 44. The ride start time is 10am. Cost from \$10 per person.

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**For additional information or media interviews, please contact:  
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