

## 8. Publicity

There are a few events in the Audax UK calendar that attract dozens of entries, simply because they have a certain cachet, such the Bryan Chapman Memorial. For others, a bit of publicity can not only drum up entries for your event, it could also introduce non-audax cyclists to audaxing in general.

### Internet forums

Many audax riders are members of a least one cycling forum. These can be useful to publicise your event, particularly if you can get a few regular contributors to ride your event. Often, the 'buzz' caused by the contributors can snowball, resulting in more entries for your event. The forums that are popular with audax riders include:

- YACF – [www.yacf.co.uk](http://www.yacf.co.uk)
- Cyclechat – [www.cyclechat.co.uk](http://www.cyclechat.co.uk)
- BikeRadar – [www.bikeradar.co.uk](http://www.bikeradar.co.uk)

### Local clubs and shops

Audax UK has only about 5,000 members, so unless you look wider, you're not going to have many people to persuade to try your event. It's a good idea to try and attract other local cyclists, especially if you are running an event that's shorter than 200km. Try these ideas:

- Produce some homemade leaflets and ask your local bike shops to display them.
- Post leaflets to your local cycling clubs, and ask them to distribute them, perhaps at club runs.
- If your local clubs have their own internet forums, then post details of your event.
- If you ride with your local club, then bend ears on club runs!

### Building your own website

If you know what you're doing, then building a website for your event can really help to drum up business. You have a lot more control over the look of the web pages, and you can include a lot of information that you couldn't on the Audax UK website, such as photos.

You can also ask people to enter directly from your website, either by linking it to the Audax UK website listing for your event, or by adding a Paypal button to your website. For more details about how to do this, go to [www.paypal.co.uk](http://www.paypal.co.uk)

### Audax UK website

All events validated by Audax UK are listed on its website, which is widely used by riders planning their audax cycling.

There's a lot you can do to persuade riders to pick your event over somebody else's.

- Add lots of extra information. If your ride is called "Midland 200" and starts in Uttoxeter, then it gives potential riders very little to go on. Is it a hilly ride? Does it stop anywhere pretty? Are there any nice cakes served at the end? Use the extra information panels to sell your event.
- Add a routesheet and GPS track of your ride. A lot of riders like to see exactly where your event goes. Adding route details will help these riders to pick your event.
- Link to your own website. See below for more details about your own website.

**Arrivée**

Arrivée is Audax UK's magazine, which is published quarterly and posted to all of its members. Your event, when published, is included in the magazine's calendar of events. However there are other ways to make your event known to Audax UK members:

- Any organiser can ask for a free advert in Arrivée. You don't need to design anything; simply write down the copy you want to include in your advert, and email it to the magazine editor for the edition that is published before your event. You can find out the details of the editors by going to [www.aukweb.net](http://www.aukweb.net) and clicking on 'contacts' in the blue menu bar on the left-hand side.
- Many organisers take photos of riders at their events, and submit them to Arrivée. If these are published, they usually include details of the event.
- If you can persuade a rider to write a ride report, ask them to send it in. If you plan to run the event again, ask them to send it a few months later, so it's published just before you run the event next year.

**Other ways to get free publicity**

- If you organise on behalf of a CTC district association or section, your event will normally appear on the CTC web site under 'Activities & Events', 'On Road Events List' and 'Guide'.
- CTC clubs may also register their events for the CTC Tourist Competition, which can attract some extra riders.
- Local newspapers seem particularly keen on cycling adventures. Most people find the idea of cycling 200km extraordinary. Take advantage of this, and turn your even into a local story.
- If you're asked for some more details about Audax UK, then the following facts may be useful:
  - Formed in 1976 to provide qualifying rides in the UK for the Paris-Brest-Paris 1200km event run every four years by Audax Club Parisien.
  - The club is a founder member of Les Randonneurs Mondiaux, the international long distance cycling organisation.
  - AUK is the largest audax association in the world with over 4000 members in the UK and worldwide.
  - In 2005 Audax members rode over 2.3 million kms in Audax UK registered events. Non-members rode over 1 million kms.
  - In 2010 over 500 AUK events will take place in the UK. They range from 50km to 1000km and more.
  - Audax events are run to maximum and minimum time limits, with control points along the route. They are measured in kilometres. The standard distances are 200, 300, 400, and 600km, but others are offered, including shorter, often hilly, events.
  - Audax UK produces a glossy A4 magazine quarterly, as well as a calendar and a handbook.
  - The Audax UK website is one of the largest devoted to cycling: [www.aukweb.net](http://www.aukweb.net)

In all publicity and press releases, please mention Audax UK.