



Monday 23 July 2018

PRU PELOTON: ADVISERS GO THE EXTRA MILE FOR GOSH

Fifty people of mixed cycling ability, including six advisers and paraplanners, are geared up to take part in the world's biggest festival of cycling, Prudential RideLondon, as part of the 'Pru Peloton'.

Prudential RideLondon is the most well-known and successful legacy event from the London 2012 Olympics and since it started in 2013, participants have raised over £53million for charity.

The Pru Peloton, coached by double Olympic champion and Yellow Jersey leader of this year's Tour de France Geraint Thomas, are taking part in the Prudential RideLondon-Surrey 100. They will use the 100 mile challenge to raise money for the event's official charity for 2018, Great Ormond Street Hospital (GOSH).

The six members of the Pru Peloton from the financial adviser industry are:

- Adam Bell
- Chris Strut
- Jeff McEniry
- Simon Spooner
- Mark Connery
- Hannah Stone

All of the money raised by the Pru Peloton will help fund family accommodation at GOSH which enables parents and carers to stay close by while their child is in hospital.

Geraint Thomas, Team Sky cyclist and Pru Peloton Coach, said: "Last time I rode Prudential RideLondon was in 2016 and it was a great event. The crowds were amazing, and it was brilliant to race on home roads. When I was offered the opportunity to pass on my advice and experience of taking part in the event to a group of people cycling the on the same roads I had competed on, I jumped at the chance.

“I’ve been working with the ‘Pru Peloton’ in the build-up to this year’s event and whilst there’s been a mixed level of cycling ability, the commitment and teamwork shown by everyone has been impressive. I’ve also had the chance to see first-hand how the money from Prudential RideLondon will benefit Great Ormond Street Hospital. It’s great that the riders from the Pru Peloton are raising money for such a worthy cause.”

Another member of the Pru Peloton is novice cyclist Rebecca Milson won her place in the event through a competition. She is a retired paediatric radiographer, and was keen to do something different whilst also keeping her fit and healthy.

James Sanchez, an employee at M&G, is particularly proud to be supporting GOSH having stayed in the family accommodation himself whilst his son was being treated at the hospital.

Diane Pender, Sponsorship Manager at M&G Prudential, said: “Prudential RideLondon has grown to become the world’s greatest cycling festival and one of Britain’s largest charity fundraising opportunities.

“We’re proud to have been the title sponsor since 2013 and the new addition of the Pru Peloton team is a great chance for our customers, financial advisers, employees and members of our Executive to get together and contribute to some of the tremendous amounts of money raised for good causes each year.”

This year the event will take place on Sunday 29 July 2018, part of the wider festival on 28-29 July. A total of 25,000 cyclists will hit the road as part of the Prudential RideLondon-Surrey 100 event but the event is always over-subscribed – 80,000 people applied via public ballot this year. Across the two-day festival over 100,000 cyclists are expected to take to the closed roads of London and Surrey as part of the eight-mile FreeCycle family ride, 100-mile, 46-mile and new 19-mile sportives.

- Ends -

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