

## Press release – for immediate release

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### Life is sweet for the Candi TV boys

**Cyclevox** - the media and sponsorship consultancy – continues to gain reputation in the specialist cycling documentary sphere with the release of a captivating new insight into the **Candi TV – Marshalls Pasta** squad, capturing such events as the Tour Series and Russ Downing's epic Tour of Ireland victory.

The *High Life*, *Overcoming* and other such cycling documentaries have all followed stars in the cycling world. Those at the top of their game riding in the top races with the worlds media following them.

At the beginning of 2009 Cyclevox set out to follow British domestic team Candi TV-Marshalls Pasta to find out what life is like on the roads of Britain, with the UK-based riders pitting themselves against the worlds-best opposition by the end of the season.

The behind-the-scenes short film gives the viewer access to the team as they race the Premier Calendar, The Tour of Ireland and the Tour of Britain. You get to ride in the team car, sit in the team meeting and find out what the riders eat and drink or do when they are not on the bike.

The finished documentary will be shown **21st November** on **British Eurosport 2** 11.15am, and then at 3.15pm on **British Eurosport 1**, with subsequent repeats over the following days. The film also features music from up and coming star Ben Howard who recently toured with Jason Mraz and up and coming band Stagecoach.



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#### **About Cyclevox**

Cyclevox is a media and sponsorship consultancy focused on the cycling market. Its network provides event promoters, teams, broadcasters, brands and athletes with one stop access to a vast range of services. The Cyclevox team have activated a broad range of projects at all levels of cycling and delivered innovative and forward thinking solutions to clients. Recently Cyclevox have worked on projects including: the set up of the Cervelo TestTeam of Tour De France winner Carlos Sastre, production of the British Premier Calendar series for British Cycling and Eurosport, development and consultancy on The Tour Series, brand, PR and activation of ZipVit's sponsorship of the Cervelo TestTeam and a range of media and consultancy projects for clients including Nicole Cookes Vision 1 Racing Team, HotChillees London Paris Cycle Tour, Rapha and Fisher Outdoor Leisure. Cyclevox commentary teams can also be heard on Cycling TV, Eurosport, Versus and of course on ITV4 Tour Series and Tour of Britain coverage. Visit the company website on [www.cyclevox.com](http://www.cyclevox.com).