



John Barilaro

Deputy Premier
Member for Monaro

Stuart Ayres

Minister for Jobs, Investment, Tourism
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MEDIA RELEASE

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MORE CYCLISTS TO PEDAL INTO THE SNOWIES FOR NEW GRAN FONDO EVENT

Local businesses in the Snowy Mountains will reap the tourism and economic benefits of a new Grand Fondo-style cycling event that has been secured for five years from 2022 by the NSW Government.

Deputy Premier and Member for Monaro John Barilaro said the Snowy Mountains has become known as an iconic cycling destination so to have secured the *Snowy Classic* for a five-year period was a massive coup for the region.

“The *Snowy Classic* will not only celebrate our world-class cycling experiences and incredible scenery, it will also provide a welcome boost to the local economy by attracting visitors to the region and supporting local businesses,” Mr Barilaro said.

“The more events we can bring into the region, the closer we get to achieving our Snowy Mountains Precinct vision – which is to increase year-round tourism and solidify the Snowy Mountains as a must visit destination year round.”

Minister for Jobs, Investment, Tourism and Western Sydney Stuart Ayres said the *Snowy Classic* was expected to inject \$4.16 million into the State’s economy across the five-year period.

“Kicking off in March 2022, this new cycling event will offer competitors a 160km and 110km ride while attracting thousands of visitors to one of Australia’s best outdoor adventure playgrounds,” Mr Ayres said.

“NSW continues to show that it is head and shoulders above the rest – our State is not only hosting an array of events in a way that is COVID-safe, but we are continuing to secure premier events well beyond 2021.

“The NSW Government is showing no signs of slowing down because we know the importance of bringing tourism and events into our regions – they create jobs, drive investment into local communities and keep our economy thriving.”

Founder of the *Snowy Classic* James Yaffa said he was thrilled to have the support of the NSW Government, particularly as the region continues to gain popularity as an all-year round destination for recreational sports.

“The Snowy Mountains is simply stunning, and this new Gran Fondo will be a fantastic addition to our family of Classics. Many regional NSW areas have encountered challenging times of late, and our core objective is to deliver a fun and

safe event while helping the region deliver a much-needed tourism boost,” Mr Yaffa said.

Delivered by Bicycling Australia, the *Snowy Classic* will be based out of Jindabyne and is the third NSW-based cycling event for the cycling media brand. The 2022 event is scheduled for 26 March. For further information, go to

www.snowyclassic.com.au.

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