

ECHELON RACING LEAGUE TO LAUNCH THIS WEEKEND ON RGT CYCLING

The brand new eRacing series rolls out with some of the world's finest cycling teams competing on some of the world's most iconic roads.

November 9th 2020 - The much anticipated Echelon Racing League is set to launch its professional series this weekend, November 13-15, on the virtual RGT Cycling platform. The riders will be tackling three iconic real-road stages during the event.

On Friday the athletes will show their virtual might with a circuit race on the World Time Trial course in Borrego Springs USA, Saturday will take the riders around a punishing Belgian Paterberg circuit before the final Mountain Top finish stage up the infamous Stelvio Pass in Italy on Sunday.

Eric Hill, President and Founder of the Echelon Racing League, said "This is the moment we have been waiting for. This is the product of a strong vision and a lot of hard work, dedication, and transformational thinking by everyone involved. We are excited to push the boundaries of the status quo and challenge some of the frameworks of our tradition rich sport in ways that lead to innovation, growth and sustainability."

Hill concluded by saying "esports is one of the fastest growing sectors in the entire entertainment industry. It is no secret that cycling has been a sport that has struggled financially in recent years, which has only been exacerbated by the events of 2020. This is our moment to capitalize on the success of esports and elevate it with the passion, tradition, history, and fierce competition of cycling."

James Vickers, Head of Brand and Marketing at RGT Cycling, who will be co-commentating the event with Brad Sohner, shared his excitement for the league's launch. "This league is the culmination of months of hard work and effort by the team at Echelon Racing Promotions, the RGT team and all the event organisers. It shows a real appetite for a new model in the sport."

He continued " Our physics go beyond what you usually find in eRacing and the result is a game changing experience for both spectators and racers. Our core values of accessibility, empowerment and realism are all complimented by this partnership and we're hoping to encourage more users to enjoy the free RGT Cycling experience. #ridefree

The mission of the Echelon Racing League is to use virtual racing and esports as a platform to grow the cycling community and sustainability of the sport for all stakeholders, including teams and their partners, race promoters and national governing bodies. This effort will be leveraged through the professional broadcast of the event, which aims to improve the quality, engagement, and overall experience of virtual racing viewership. Broadcasts will not only be focused on the racers and their efforts, but will also include live interviews from riders, community members and organization, and event directors. Additionally, viewers will have the benefit of gaining access to exclusive discounts from the Echelon Racing League's partners like Hyperice and Saris.

You can tune in to the live broadcasts this weekend on the Echelon Racing League website at www.echelonracingleague.com.