

Rapha.

PERFORMANCE ROADWEAR

PRESS RELEASE, February 2011

Rapha Cycle Club goes Mediterranean

The Rapha Cycle Club is back in 2011 and this year it has gone global. Following the success of last year's Rapha pop-up Cycle Clubs in London and New York, a further four will be opening around the world this summer, including Tokyo and San Francisco. The first opens in Mallorca on March 13th 2011 for seven weeks only.



A unique combination of gallery, shop and café, the Cycle Club www.rapha.cc/mallorca is a meeting place where riders can share their passion for road racing. Located in Puerto Pollençà at Hotel Sis Pins, the Rapha Cycle Club in Mallorca will be the place on the island to watch the Spring Classics, have a massage after the regular social rides or simply browse a well-stocked range of cycling magazines from around the world whilst enjoying a coffee.

An extensive range of Rapha products will be available to buy including limited edition Rapha products created especially for the Cycle Clubs.

Club events will include:

- Constant coverage of the Spring Classics
- Regular group rides to explore the island
- Free massage service for weary legs
- A weekly hill-climb competition
- Evening movie screenings
- The Fastest Mechanic competition
- Special VIP guests

The Hotel Sis Pins (www.hotelsispins.com) is without doubt one of the most charming hotels in Puerto Pollençà, with its sea-view rooms offering the most glorious views on the island. Situated in the north-east of Mallorca, it's the ideal base for those looking to enjoy some early spring training, with easy access to both the spectacular mountain roads of the Tramuntana national parks as well as flat coastal roads – the reason why Team Sky also base themselves in the town for their official training camps. In addition to hosting the Cycle Club, the hotel will be offering a 10% discount for all bookings made quoting Rapha.

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Coffee and drinks will be provided by the magnificent Cappuccino Grand Café, along with an extensive bistro food menu. Evening movie screenings will take place outdoors directly next to the Mediterranean waters, with weekly BBQs and tasting evenings offering a chance to sample some typical Mallorquin cuisine.



With a full calendar of events including film evenings, live screenings of races, regular group rides and Rapha customer evenings, not to mention ideal weather conditions and delightful food and drink, visitors now have the perfect destination to re-immense themselves in road cycling following the long winter break.

The Rapha Cycle Club on Mallorca is open every day from 13th March until 1st May. Please see www.rapha.cc/mallorca or follow @RaphaCycleClub on Twitter for constantly updated information.

- Ends -

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Rapha website: www.rapha.cc
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About Rapha

Rapha creates the finest cycling clothing and accessories in the world. Designed without compromise for the most discerning rider, Rapha products blend style with optimum performance. A passion for road racing means Rapha is more than just a product company. It is an online emporium of performance roadwear, accessories, publications and events, all celebrating the glory and suffering of road riding.