



NEWS RELEASE - DRAFT

For immediate release

Union Square encourages Aberdonian's to cycle their way to fitness - New Aberdeen Cycle Map out now -

This Saturday, Union Square is launching the new Aberdeen Cycle Map with a bit of a twist by welcoming the UK's most daring cycle display team to the centre.

As the main sponsor of the Aberdeen Cycle Map, Union Square will have The Clan on site in the Civic Square, demonstrating some incredible cycling stunts on their Mountain Bikes and BMX's. Local stunt team, Transition Extreme Sports will also be handing out rainy day passes which provides half prices sessions at their skate park, plus goody bags.

The revised cycle map has been developed by Aberdeen City Council in conjunction with the Aberdeen Cycle Forum and sponsored by Union Square. The map showcases the most up to date recommended routes, cycle parking in the city centre and the location of local bike shops. As well as being available to pick up around the City's libraries and council buildings, it will also be available to pick up for free in Union Square on Saturday.

Penny Godfrey, marketing manager at Union Square said: "We're delighted to be sponsoring the revised edition of the new Aberdeen Cycle map and to host The Clan here this weekend.

"At Union Square we are keen to promote a greener way of travelling around the city and we have 200 cycle parking places where cyclists can park their bike safely.

"Hopefully the new cycle map will encourage more people to get on their bike for local travel, whether it's to pop down to the shops, or get into work . There are some

beautiful cycle routes around Aberdeen, and it's the perfect time of year to start exploring."

Derek Williams, at Aberdeen Cycle Forum said: "Cycling is a great way of getting around Aberdeen and the cycle map has proved very popular. We are pleased to have worked with Union Square and the Council to get the map updated and we are sure the map will continue to encourage people to get cycling".

Enterprise, Planning and Infrastructure Convener Councillor Kate Dean said: "This is the third version of the Aberdeen Cycle Map, which has been updated to show new and improved cycle routes throughout Aberdeen, including cycle lanes.

"It is a useful document for commuters, leisure cyclists and visitors to Aberdeen, which has the third highest number of people cycling to work in Scotland.

"Cycling is something almost everyone can take advantage of and provides a great form of low cost, sustainable and environmentally-friendly form of transport which boosts physical activity and fitness levels."

Union Square is also giving cycling enthusiasts the chance to win a new cycle top, buffs (scarf) and energy gels from Cotswold Outdoor, plus a Bike storage rack from Howards Storage World with £50 of Union Square vouchers. The competition is available on the Union Square website: <http://www.unionsquareaberdeen.com>

The Clan will be performing over the day with main performances taking place at 11am, 1pm and 3pm.

The Getabout team, Aberdeen's transport group, will also be available to chat to about the best way to get about the City and Shire using public transport.

- Ends -

Issued on behalf of Union Square by Grayling. For further information please contact Kirsty Grant on 0131 2953 / kirsty.grant@grayling.com or Lisa McGhee on 0141 416 3696 / lisa.mcghee@grayling.com

Notes to editors:

Union Square

Union Square is a new retail and leisure quarter in the centre of Aberdeen. Developed by Hammerson, the centre includes around 50 retailers across the main mall and shopping park, a variety of restaurants and cafés, a 203 bed Jurys Inn hotel and 10 screen multiplex Cineworld cinema, Aberdeen's largest cinema. The scheme also provides visitors with a new civic square.

Union Square is Aberdeen's most accessible retail and leisure offer with 1,700 car parking spaces, easily reached from all major routes and integrated with the city's bus and rail stations - providing a gateway to the region and encouraging sustainable travel to the city.

www.unionsquareaberdeen.com.