



MEDIA RELEASE

DIARY NOTE SANTOS BEST DRESSED TOWN COMPETITION

The much-loved Santos Best Dressed Town competition will be included as part of the Santos Festival of Cycling in January 2021.

The competition is a great way for South Australian's to celebrate as a community and to get involved with the excitement of the Santos Festival of Cycling. Nominations are open from **6 January** to all towns, schools, businesses and households along the race routes across all stages. In 2021, venues in the Adelaide CBD also have the opportunity to dress up for the event, however they must be registered as a **City of Adelaide Tour Takeover** venue to nominate.

Dressing up a town or business is a great way to bring life, colour and excitement for cycling fans and teams as they visit or ride through the race routes.

The efforts do not go unnoticed by the all the cyclists and cycling enthusiasts who appreciate and acknowledge the support and atmosphere as they ride through regional and metropolitan South Australia.

- WHAT:** Santos Best Dressed Town Competition 2021 as part of the Santos Festival of Cycling
- WHEN:** Thursday 21 January to Sunday 24 January 2021
- WHERE:** Race routes for both the men's and women's stages of the Santos Festival of Cycling. The Santos Best Dressed Town Competition will award daily, as well as overall winners for each category. The Santos Best Dressed Venue (Adelaide CBD) will be judged on the final day of the race, with gold, silver and bronze winners being awarded instead of daily winners.

Full details can be found on the Santos Tour Down Under website www.tourdownunder.com.au. Nominations remain open until 5:00pm Monday 18 January 2021.

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SANTOS FESTIVAL OF CYCLING

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