

## **Get on Your Bike for Le Grand Depart**

As Yorkshire plays host to the start, or 'Grand Depart' of the world's greatest cycling race, the Tour de France, race map-makers are encouraging us to get on our bikes to save 10% of car journeys on competition days.

British map experts SplashMaps aim to cut race day congestion by inspiring people, who might otherwise drive, to cycle instead, using all-weather fabric maps specifically designed for the Grand Depart. The maps show all the information you need to cycle to the race, to follow it and to find the best vantage points along the way, using both on and off-road cycle routes. Cyclists should find them easy to use, light-weight and virtually indestructible. They don't need batteries, signal or folding like GPS or a paper map, they can be stuffed in a pocket or tied round a neck and make an excellent permanent souvenir of the event.

David Overton, SplashMaps' MD says, "Our idea was to create a simple practical Grand Depart map to encourage cycling and help take pressure off the busiest areas along the route. So we've printed multiple sections on the same fabric map to maximise the distance it covers and provide riders with sufficient detail in a really user-friendly format. I hope it will persuade riders, and potential riders, to be a part of this fantastic cycling event and feel confident enough to leave their cars at home. We've been very encouraged by the positive responses we've had so far, including from Welcome to Yorkshire who are organising the Grand Depart."

The map was developed in conjunction with the transport planning consultancy, Steer Davies Gleave (SDG) and will sell through the SplashMaps website [www.splashmaps.net](http://www.splashmaps.net) and retailers in the area including the National Park Authority visitor centre. SDG were responsible for the initial spectator forecasts and outline transport plan for the race soon to take place in Yorkshire.

Fabric maps of all the National Parks and key outdoor activity areas in Britain are also available from the same website or a growing number of retailers including Stanfords in London and Bristol. There's a new personalised Make-a-Map service too, ideal for events or special occasions, allowing you to choose where your map is centred and add titles/logos/web addresses etc direct from [www.splashmaps.net](http://www.splashmaps.net). For the latest news visit [www.splashmaps.net](http://www.splashmaps.net), follow us on [twitter.com/splashmaps](https://twitter.com/splashmaps) or like us on [facebook.com/splashmaps](https://facebook.com/splashmaps).

Ends

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### **RECENT QUOTES FROM SPLASHMAP USERS:**

**Perry McGee, the National Tracking School (Yorkshire)** "Everyone should have a SplashMap in their kit."

**Peter Larkin, the 3 Peaks Yacht Race 2013** "We experienced cold/wind-chill, night navigation with high winds and rain/mist on the tops we were still able to 'unscrunch' our SplashMaps for a quick orientation check."

**Siân Anna Lewis, The Girl Outdoors Blog** "Big fan of Splashmaps, such a great idea!"

**Tanya Oliver Heelwalker blog** "Just received my @splashmaps map. Not at all what I was expecting it to be like! Can't wait to review it."

**Tracy Whitcher** "The map arrived today and it looks marvellous."

**Sue Olden** "Many thanks for the maps, I received them today and my husband is really pleased with them. He uses them for his off road motor cycling and it will save our paper maps no end of damp injustice."

### **RECENT MEDIA QUOTES:**

**Trail - Gadget of the Month** "Maps are great, but they can be a hassle to carry. If they aren't flapping about in a map case, they're squashed into a jacket pocket. Cue SplashMaps - a new range of washable wearable all-weather fabric maps. Using OS and OpenStreetMap data, you can create a bespoke walking map at [splashmaps.net](http://splashmaps.net)..." (The photos are very amusing - Rambo style head band and man blowing nose!) March 2014

**Cyclist** "Luckily the clever chaps at SplashMaps have concocted this range of scrunchable, washable, virtually indestructible cloth maps. Perfect for mopping-up those Strava segments". February 2014

**Outdoor Fitness** "Fed up with your maps disintegrating in the rain or else the sharp laminated edges digging in through your pockets? SplashMaps could be the solution." January 2014

**Bike Biz** "...maps printed on washable fabric so they don't tear, run out of battery or fall prey to other disadvantages of paper maps or new fangled electronic ones." November 2013

**Mountain Biking UK** "I loved being able to draw routes on it...it's easy to use in any weather and is pretty indestructible." June 2013

### **COMPANY BACKGROUND:**

SplashMaps™ is a Limited company based in Hampshire and incorporated in November 2012. SplashMaps™ is one of the first start-up businesses in the UK being 'crowd-funded' using the Kickstarter platform to raise funds.

SplashMaps' directors: David Overton is a fellow of the Royal Geographical Society, ex Innovation Manager at Ordnance Survey and manages large Geo collaborations involving the National Mapping Agencies across Europe. Arnulf Christl is an Open Source software guru in the Geo world, was



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president of the Open Geo organisation and is now president of the MetaSpatial institute which promotes accreditation in Open Source development and training.