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ORIGINAL SOURCE MOUNTAIN MAYHEM ENJOYS BIGGEST EVER RESPONSE

Original Source Mountain Mayhem has had its biggest response ever in the event's history, with over 3,125 riders applying for a place in the 2009 race.

True to form, the event, which caters for just 2,500 riders, sold out within just a couple of weeks and competitors from all across the UK are now preparing for a weekend of mud-filled mountain biking mayhem.

Cyclists were so determined to secure a place they came from far and wide to hand in their application forms personally and beat the weekend post. Helen Dixon, a determined soloist rider, even travelled all the way from Linlithgow, Scotland to Buxton, Derbyshire, to deliver her form and guarantee her place in the 2009 challenge.

Said Helen: "I've always wanted to try a 24-hour solo mountain biking race and as I'm currently training for the 1400km London-Edinburgh-London road audax at the end of July, I figured it would be a good time to take part. Mountain Mayhem is the original endurance race and if you are only planning to do one, it has to be this one!"

"I wanted to make sure my entry form was received in time and hand-delivering it has become as much part of the Mountain Mayhem madness as the event itself! Mountain Mayhem is definitely worth a little extra effort."

And it's not just distance want-to-be participants will cover to secure a place. Event organisers have even received all sorts of bribes including bags of sweets and chocolates, begging letters and even a homemade Mountain Mayhem cake.

Nigel Wolstenholme, Senior Brand Manager at Original Source said: “The response to Original Source Mountain Mayhem this year has been fantastic and the overwhelming amount of applications is testament to the event’s huge popularity.

“We’re really excited about this year’s event; it’s going to be bigger and better than ever. Expect a no-holds-barred weekend of mud, muscle-pain and mountain biking combined with lots of surprises!”

Patrick Adams of Pacific Edge Events, owners and organisers of Mountain Mayhem, added: “Since its beginning back in 1998, the event has grown and developed over the years to become the biggest 24-hour mountain bike endurance event worldwide. This year’s response proves it’s only going to get even bigger.”

Riders who were unable to secure a place in this year’s Original Source Mountain Mayhem are now being given a second chance to get their hands on a team slot.

Original Source is giving five riders the chance to compete on the Original Source brand team by simply visiting www.originalsourceexperiences.co.uk and filling in the 20 word entry: “I want to get in the saddle with you OS guys and here’s why...”

If you think you have what it takes to be the perfect Original Source Mountain Mayhem candidate, visit the website from 13th May to apply for a place. Winners will be chosen at the end of May and notified shortly after.

ENDS

NOTES TO EDITORS

- Original Source, owned by PZ Cussons, is one of the UK’s fastest growing washing and bathing brands and uses essential oils or natural extracts in its favourite shower gels.
- Mountain Mayhem is owned and organised by Pacific Edge Events which specialises in bringing brand values to life and has organised events for brands including Red Bull, Saab and Salomon, Giant, T-Mobile and more.
- Original Source is the headline sponsor of Mountain Mayhem.

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