

BRITTON'S BICYCLE SHOP

TOUR DE FRANCE CHALLENGE

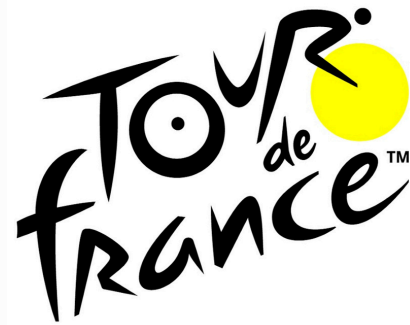
June 29th - July 21st

ARE YOU READY TO TAKE THE CHALLENGE?

Ride when the Pros Ride!

Britton's Bicycle Shop TdF Challenge

The Challenge begins the first day of the Tour de France. There will be three levels of intensity this challenge offers. Higher the effort, bigger the reward. Our first challenge is a day for day completion challenge. Everyday the Pro Peloton rides, you must ride! The next level is a bit tougher, challenging riders to not only ride everyday the Pro Peloton rides, but to also complete 20 miles per day too! Finally, the Pro Tour.. Challenging riders to go out everyday the Pro Peloton goes out, while also gaining 30,000 ft of elevation and traveling a total of 1,000 miles throughout the challenge!



Prizes

Completion Challenge: Day for Day Completion

(5 miles per day minimum)

-Must be recorded via Strava

-Indoor system rides apply

Amateur Tour Challenge: Day for Day Completion

(20 miles per day minimum)

-20 miles minimum

-Day for day completion

Pro Tour Challenge: Total Elevation + Total Distance

-Elevation gain for 100% = 30,000 ft (hill repeats valid)

-Total Distance for 100% = 1,000 miles total

-20miles minimum per day

-Day for Day completion

Completion Tour - Britton's TDF Challenge Pint Glass

Amateur Tour - Discount 25% off products \$1,000 or less

Pro Tour - Pro Discount up to 50% on select items (groupsets, framesets, powermeters..ect)

*contact shop for direct rules + prizes



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