



# Media Release

Wednesday May 20, 2015

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## NEW STICKERS ENCOURAGE BIKE HYGIENE AT ICEBREAKER

NRM North is ramping up efforts to minimise the spread of invasive weed seeds and diseases by promoting bike hygiene the Trevallyn Icebreaker.

A boost to the *"Clean Your Bike Everytime"* awareness campaign is in response to a spike in mountain bike riding in recreational areas and the growth of multisport events such as the Icebreaker being held on Sunday.

Posters carrying the message *Clean Your Bike Every Time. A Clean Bike Is Good For The Bike And Good For The Bush* highlight the importance of reducing the biosecurity risk and are already on display at bike riding hotspots around the state. This year it is hoped stickers will boost awareness.

NRM North's Regional Landcare Facilitator Alison Hugo said it's very easy to move weed seeds around the state without even realising.

"Seeds such as Spanish Heath and diseases like Phytophthora can have a devastating effect on natural areas and it's the beauty of those areas that makes them attractive for riding".

Launceston athlete Mark Padgett whose tally of wins include the Mark Webber Challenge, the Freycinet Challenge and the Ben Lomond Descent said we need to keep it that way.

"Tasmania is one of the most visually stunning places in the world and washing your bike after use is an easy way of helping it stay that way".

Mr Padgett, who is also the organiser of the Trevallyn Icebreaker, said most bike riders would be happy to clean their bikes if they were aware of the risk.

"Many people don't realise dirty bikes can carry problems into pristine areas, but when they do know, they're happy to clean them".

Bike hygiene information is available at the Trevallyn Icebreaker on May 24.

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For more information or to arrange an interview contact:

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**Please note Biba works Tuesdays and Wednesdays**