



Media Release

Tuesday, July 29th, 2014

NEW POSTER RAISES AWARENESS OF MOUNTAIN BIKE HYGIENE

Natural resource management organisation, NRM North, is launching a new campaign at the multi-sport event Ben Lomond Descent this Sunday, to raise awareness of best practice mountain bike hygiene.

The campaign encourages riders to clean their bikes after each ride to help prevent the spread of weed seeds and diseases. A key part of the campaign is a poster which drives home the message - *Clean your bike every time. A clean bike is good for the bike and good for the bush.*

The poster was developed by NRM North and student graphic designer, David Ashworth, in partnership with environmental consultant Anna Povey, the Parks and Wildlife Service and the mountain bike community.

Cradle Coast NRM and NRM South have also supported the project as part of the Tasmanian Biosecurity Strategy 2013-2017.

NRM North's Regional Landcare Facilitator, Alison Hugo, said the posters would be distributed throughout the state.

"With the increase in mountain bike riding across the state in a range of recreational areas and with the growth of multisport events such as the Ben Lomond Descent, it is more important than ever to be aware of biosecurity issues," Mrs Hugo said.

"It is very easy to move weed seeds and diseases around the state without even realising. Weeds such as Spanish Heath and diseases such as Phytophthora can have devastating effects on natural areas and it is the beauty of those natural areas which makes them attractive for riding and we want to keep it that way."

Environmental Consultant with Bush Matters and keen mountain bike rider, Anna Povey, said the poster had already received strong support from riders.

"Most mountain bike riders, like myself, enjoy a ride in our beautiful bushland. Many people just hadn't realised that dirty bikes can carry problems into pristine areas, but when they do know, they are happy to do a simple thing like cleaning their bike."

NRM North is also a sponsor of the Ben Lomond Descent. The launch of the poster will be held at the presentation ceremony at the Blessington Hall at 3.30pm.

Ends

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