



## *Press Release*

# **CYCLING ENDURES**

**Bkool and Last Lap join forces to create an online cycling league.**

**Professionals and fans will ride together in a totally innovative and supportive competition. #Rideathome.**

These are tough times all over the world. The Covid-19 pandemic has forced us into our homes, but that doesn't have to be at odds with continuing to exercise while respecting the #stayhomechallenge.

It is with this same philosophy that the Bkool virtual cycling community and the events and communication company Last Lap have created the **Bkoolers Stay Home Cup**, an online cycling league that will let thousands of cycling fans ride without leaving their home. The goal of the competition is clear: **to take care of yourself and others while enjoying what you love: cycling.**

The **Bkoolers Stay Home Cup** will kick off on Friday, **March 20** and last for one month. It will feature **six routes**, with one route being activated every five days. Users will have five days to complete the route as often as they want to improve their times. The rankings for each stage will be published [on the competition website](#) daily. The routes will match the competitions that are currently being canceled due to the coronavirus crisis: Paris-Nice, Tour de Bretagne, Milan-San Remo, Tirreno Adriatico...

In the spirit of solidarity, if you're not a Bkool user you'll also be able to sign up and take part in a league for free. Our goal is to try to make our lives a little bit easier over these coming weeks and to help everyone stay in shape. In order to join this league, you have to have a bicycle, a smart trainer of any brand that's certified by Bkool ([you can check it on our website](#)) and sign up at [Bkool.com](#). Then download Bkool Cycling on your Android phone, tablet or computer.

The competition will feature **juicy prizes donated by various partners** for the winners of each stage, such as entries for the Madrid-Segovia MTB, the Festibike cyclotouring route or the Ruta Imperial, as well as cycling jerseys. The goal of all this solidarity is clear: to help us get through this Covid-19 crisis in the best way possible.

Virtual cycling is gaining more and more prominence among fans of the sport. The simulator software developed by Bkool lets users train and compete on their bikes from their own homes by connecting a trainer to a device and taking part in online rides and competitions. The simulator realistically recreates the conditions of the route and the competition: distance, elevation difference, power generated by each cyclist, drafting, landscape, geography and even the weather.

For more information and to sign up, [click here](#).

[Download graphic resources for the Bkool simulator](#)

