



Public Affairs & Communications Department
Coca-Cola HBC Northern Ireland
Knockmore Hill
Lissue Road
Lisburn
BT28 2SZ
Phone: + 44 28 92 64 2000

Riders line up to Launch Relentless NW200 Race Programme

Belfast, 2nd May 2012. To mark final preparations for this year's historic Relentless International North West 200, road racing giants and NW200 stars, Guy Martin, Steve Plater and Michael Rutter travelled across the Irish Sea to join top local competitors Alastair Seeley and Ryan Farquhar at Titanic Belfast to launch the event's official race programme and look forward to a packed programme of Thursday evening and Saturday Race Day action.

Coleraine & District Motor Club Ltd, organisers of the Relentless International North West 200 are putting the final touches to this year's week-long festival event and with a packed programme and the exciting addition of Thursday evening racing on the 17th May as well as the traditional Saturday Race Day classes on 19th May, expectations are high for a great race week this year. Over 100 riders from 18 countries throughout the world have entered the seven races attracting a total of over 300 entries.

Energy drink Relentless is now in its third consecutive year of sponsorship and speaking at the event, Maire Campbell said, "Relentless is passionate in its support of the NW200 and is proud to partner with Ireland's most prestigious and high octane road racing competition. Not only does it provide an exhilarating experience for fans but also increases tourism and boosts the local economy especially during this, our 'giant' year for tourism. Everyone on the Relentless team is looking forward to this thrilling festival of speed, energy and adrenaline."

The Relentless International North West 200 Race Programme is available online at www.northwest200.org and can also be purchased from individual sellers positioned round the North Coast region as well as through all Alpha Newspaper Group High street offices.

Event director Mervyn Whyte MBE paid tribute to government departments, title sponsor Relentless, media partner BBC Sport NI, Coleraine Borough Council and all race and ancillary sponsors, "Each year we receive excellent support in terms of both cash and in kind help from the Northern Ireland Tourist Board, title sponsor Relentless Energy Drink, our regional council Coleraine Borough and all our race sponsors – CP Hire, McKendry Fabrications, EventServ, Ballymoney Borough Council and the McAvoy Group and new 2012 sponsors - LiveWire AV and Vauxhall".

Log onto www.northwest200.org for further information.

For more information, please contact:

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