



For immediate release



## The Animal Bike Tour kicks off!

### The infamous bike tour returns to unleash its greatest ever show through-out the UK

Now in year nine, The Animal Bike Tour is an awesome fusion of the UK's legendary top mountain bike stars: Former World Champion and Guinness Book of Records holder **Martyn Ashton**, and international dirt jump star **Blake Samson**.

Visiting venues across the UK this summer at high profile sports events, music festivals and city centres, the show mixes the incredible skill, control and balance of trials riding with the spectacular aerial style of dirt jump riding. For more info and details of venues go to <http://biketour.animal.co.uk>

Two Mercedes Vito Sport Vans and an array of ramps, jumps and trials equipment, create a custom made rig for the boys to show off a whole new bag of tricks! Watch Martyn drop from the air with slick precision to crush cans, wow you with the 'side hop' over impossible heights and front flip over massive jumps. Blake is one of the best freestyle bike riders in the world and just back from training in the USA, he has some ridiculous new moves to prove. Watch him superman through the air, throw huge corked flips and pull 360 whips with his bike, way above your heads. Insane.

Keeping the riders under control and the live entertainment and music pumping, MC James Thorne will be getting the crowds involved and giving out some sweet Ltd edition Animal Bike Tour merchandise.

Keep up to date with everything that is going on and stay on top of venue updates and competitions on the Animal Facebook page [www.facebook.com/AnimalFreesports](http://www.facebook.com/AnimalFreesports) and Twitter [www.twitter.com/animal\\_team](http://www.twitter.com/animal_team)

There are opportunities after every show for the audience to meet and chat to Martyn and Blake, plus loads of giveaways, brought to you courtesy of Animal, Kodak Playsport, Mercedes Vito Sport, Muc-off and MBUK.

- ENDS -

#### NOTES TO EDITORS

##### CONTACT:

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**ABOUT ANIMAL:**

Established in 1987 in Poole, Dorset, Animal is one of the UK's leading freesport brands specialising in the design, marketing and retailing of freesports influenced clothing, technical clothing, footwear, luggage, eyewear, accessories and watches.

Actively involved within the freesports of surfing, snowboarding, windsurfing, kitesurfing and mountain biking, Animal sponsor high profile riders, events and operate a number of sports academies and camps giving newcomers and experienced riders the opportunity to pursue their chosen sports further. For more details check out [www.animal.co.uk](http://www.animal.co.uk)