

Langkawi challenge for mountain bikers

KUALA LUMPUR: Langkawi will be hosting the inaugural TM-Langkawi International Mountain Bike Challenge 2010 (LIMBC 2010).

Prizes totalling RM250,000 are up for grabs, of which RM150,000 will go to the winners while the remainder is for the lucky draw.

Telekom Malaysia Bhd is the title sponsor of the event, scheduled from Aug 6 to Aug 8, and organised by Human Voyage (M) Sdn Bhd.

Human Voyage chief executive officer Datuk Malik Mydin hopes the event would attract cycling enthusiasts of all ages.

"LIMBC 2010 is different as this is not a professional race. As long as you have a mountain bike and a helmet, you can participate," said Mydin, adding that there were plans to hold the event annually.

TM chief marketing officer Rozalila Abdul Rahman said sponsoring LIMBC 2010 was part of the company's corporate social responsibility to promote mountain biking as a healthy and active pastime.

The challenge, which was sanctioned by the Union Cycliste Internationale, the Asian Cycling Confederation and the Malaysian National Cycling Federation, is divided into the Olympic cross country and marathon cross country categories.

About 800 local and foreign participants from Germany, China, Vietnam, Indonesia, Singapore, Thailand, Cambodia and the Philippines will be taking part.

For enquiries, log on to www.mtb-malaysia.com. Closing date for registration is June 30.



Looking forward to the event: Datuk Malik Mydin (fourth from left) and Rozalila Abdul Rahman (fifth from left) at the press conference for LIMBC 2010 with other sponsors.