

Maglia Nera Cycling Tours announces technology partnership with Australian made 'GoCycle App'

A collaboration best described as "collision of similarities"

The GoCycle App was launched in January 2020, at the Tour Down Under in Adelaide, Australia. It captured the eye of Maglia Nera Tours Director, Yvette Fuser, who identified the App's potential immediately.

Joining forces, the two businesses have extended the app's capabilities, to include a 'Charities' functionality, allowing the running of 'Virtual' events during the COVID-19 period and beyond.

The result is a new era for Charity Cycling Events – this feature can now be used by any charity organisation, around the world, to run cycling events whether they be live or virtual, in a public or private manner.

The first major charity to use this feature will be Maglia Nera Tours' own 'Tasmania Circumnavigation' 100% Charity Ride^, which runs from 7-29 November. Entrants will have the choice of three (3) different distances around Tasmania, that they can ride 'virtually', from anywhere in the world.

GOCYCLE - EASY TO USE & GIVING BACK

Developer of the GoCycle app, Jodie Van Elst, explained that the app was easy to use, effortlessly linking with Strava & Garmin Connect, to import rides directly to subscribers' profiles, when subscribed to the 'Pro' version.

GoCycle app initiator Greg Goodman said the app has many features that will appeal to both hard-core cycling enthusiasts and weekend bike riders. "It's got something for everyone, and we're thrilled to have created an app that is encouraging new riders, both young and old to get involved", Mr Goodman said.

"To help people stay active and mentally healthy during these challenging times, we'd like to give something back to the community."

The GoCycle App can be downloaded for FREE, using the 'Lite' version, where individuals can immediately manually record their rides and by default, begin tracking themselves riding around the Australian continent, some 18000+ kilometres.

Users can then upgrade to a paid 'Pro version, which takes them to the next level, opening an array of features such as Challenges, Goals, linking with Friends, setting up Teams and Clubs, creating Events & connecting to Strava & Garmin Connect. It is also here that the 'Charities' functionality becomes available for any not-for-profit to use.

MENTAL & PHYSICAL WELLBEING Maglia Nera Tours runs cycling tours around world for all levels of experience, age, and budgets.

'Maglia Nera' in Italian means 'Black Jersey', which was awarded to the final rider in the Giro d' Italia between 1946 and 1951, very much like the 'Wooden Spoon'!

The company's motto is: "You don't need to come first to be a winner" and its official hashtag is #icamelast (I came last).

The motto and hashtag aim convey one important message: The importance of activity and its positive effect on the physical and mental health of all human beings.

Cycling is a low impact sport, allowing one to cover vast distances if desired and incredibly social

Yvette Fuser believes this collaboration is best described as "collision of similarities... A collision of cycling passion - A collision for the love of outdoors - A collision of compassion - A collision to helping others"

Note: ^Once a year, Maglia Nera Cycling Tours Staff and Volunteers join forces over two weeks to run the Tasmania Circumnavigation 100% Charity Ride. Staff & Volunteers donate their time and Maglia Nera Tours pays for their accommodation, transport, and meals. The result is Australia's ONLY 100% CHARITY RIDE, where 100% of the monies raised goes DIRECT to the beneficiaries – there are NO administration deductions whatsoever.

Contacts

Yvette Fuser
0404679146
mailto: yvette@maglianeratours.com