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Seven secures Cadel Evans Great Ocean Road Race

The inaugural Cadel Evans Great Ocean Road Race will be broadcast live and exclusive on Channel 7 across Australia on Sunday, February 1, 2015.

Inspired by the prestigious Spring Classics of Europe, the elite one day race format will feature some of the biggest names in world cycling set against the stunning backdrop of some of Victoria's most spectacular coastal scenery and Geelong.

Former World Champion and Tour de France winner Cadel Evans has been closely involved in the creation and planning of the event – which is the first of its kind in Australia and also Cadel's last professional road race.

“It is an honour to share the breathtaking scenery of one of my favourite roads in the world, not only with my fellow professional cyclists, but with cycling fans watching from home across Australia,” Evans said.

The course for the Elite Men's Road Race starts at Geelong's waterfront, heads southeast through Cadel's hometown of Barwon Heads to Thirteenth Beach, then along the coast through Torquay and Bells Beach before winding back through the rolling Ceres hills to Geelong.

Seven's coverage of the Cadel Evans Great Ocean Road Race will also include highlights of the lead-up events held on Saturday January 31, 2015 – the Elite Women's Road Race and the Momentum Energy People's Ride, which is open to the public.

Seven Melbourne Managing Director Lewis Martin commented:

“We're absolutely rapt to be showcasing Geelong and Victoria's surf coast with a world class event that has all the hallmarks of an iconic fixture on the Australian sporting calendar,”

Leadership in Sports

Seven is also the official broadcast partner for an unrivalled portfolio of major sporting events including the Summer and Winter Olympics, AFL, all major tennis tournaments in Australia including The Australian Open and The Davis Cup as well as Wimbledon; all major horse racing meeting on the Australian calendar including the Sydney Easter Carnival, the Caulfield Cup Carnival, the WS Cox Plate, Stradbroke Handicap, the Melbourne Cup Carnival and for the first time in January 2015, the Magic Millions; all major Australian golf tournaments including the Open and the Masters, as well as the US Masters; the Sydney-Hobart Yacht Race; V8 Supercars and Bathurst 1000; all major iron man and triathlon events and the NFL and Superbowl.

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