

Issued on behalf of and with the approval of Reevu

## ***OPERATIONAL NOTE***

CONTACT: Chris Taylor on 01325 363436

### ***NEW 'ROAD TEST' FOR UK CYCLING INNOVATION***

05/06/03

A UK cycling innovation, which is a world first, is about to face its biggest test yet this weekend. Fund-raiser Rosie McLaughlin is giving Reevu's new rear-view cycle helmet an extended road test starting this Saturday (June 7<sup>th</sup>).

Rosie McLaughlin, who is about to embark on a 1035 mile Land's End to John O'Groats charity cycle ride, is wearing one of the newly launched helmets, which feature a built-in unbreakable rear-view mirror, for her 16-day journey.

Reevu Limited, the company which designs and manufactures the 'rear view' helmet, is based in Willington, County Durham. It has donated the helmet to Rosie, who is raising funds for Cancer Care at the Cynthia Spencer Hospice in her home town of Northampton.

**DATE: SATURDAY JUNE 7TH**  
**TIME: 9AM**  
**LOCATION: "THE START LINE", TOURIST COMPLEX,  
LANDS END, CORNWALL**

***Rosie will be available for interviews and photography as she sets off her journey from Lands Ends this Saturday & on route. For interview bids/to set up photography please contact Chris Taylor on 01325 363 436.***

Reevu has just signed a major distribution deal with JJB Sports, which is now stocking the helmets in over 100 of its superstores around the UK. It has a substantial

distribution network of independent cyclist stores, with over 300 stores around the country selling its products.

***ENDS***

**Editors Notes:**

\*The Reevu unbreakable mirror is an integral optic system known as MROPS (a multiple reflective optic system). The optic system itself is made from bullet proof ABS, which is much lighter and safer than glass or metal, yet is virtually unbreakable.

Further details can be found on the Reevu website – [www.reevu.com](http://www.reevu.com)

Further details of the trip & to sponsor Rosie visit – [www.rosie.co.uk](http://www.rosie.co.uk)