

# Community Fayre Sept. 2015

## Tour sprints through Die

*ON 20 July the Tour de France reached Die, Wirksworth's twinned town, and Tiédel Sow from Die wrote to CF about the importance of the day to local people.*

For decades the Tour de France has attracted spectators to cities and villages to see cyclists from all over the world. This year the town of Die was lucky enough to host one of the Tour de France's intermediate 500m sprints.

Walking in Die's streets, one could find all kinds of Tour de France labelled items being sold in front of the Lycée, and further down the Avenue de la Gare, where the sprint was going to take place, Tour de France sponsors presenting their latest products to the crowd. Walking down the avenue to get closer to the town's main street, I made my way through a crowd of more than 3,000 people. At 12.45pm on a balcony the radio told me the cyclists were leaving Bourg-de-Péage, 55miles from Die. At the cyclists' average speed of 35 to 40mph this meant they were going to be in Die at around 2.00pm. Indeed, at 2.10 pm, the first 12 cyclists went through the town, followed by a squad of Gendarmerie motorbikes, two other groups of cyclists, five TV and Gendarmerie helicopters and many cars from the cyclists' teams.

A few metres away from me Slovakian cyclist Peter Sagan won the intermediate 500m sprint.

Some of you may wonder why I was already by the road at 12.45pm in the 35°C sun. In fact, I was with Mickey Mouse and little bears from Haribo! The Tour de France is a great opportunity for brands to advertise their products which is why 180 vehicles ahead of the race are spread over 15km to throw all kinds of gifts to the spectators.

The Tour de France once again gathered people around it, delivering both high performance and good entertainment for all. I can only say: vive le vélo, vive la France! *Tiédel Sow*