



Media Release

22 February 2018

The Big Easy returns bigger and better in 2018

Hawke's Bay's signature cycle event, The Big Easy, returns for its sixth year this Easter weekend along with its cruisy counterparts, The Little Easy Central Hawke's Bay and The Little Easy Wairoa. The event offers three days of cycling fun that caters for all skill levels on Hawke's Bay's superb trail network.

Hawke's Bay Tourism General Manager Annie Dundas said she is pleased the three days of events continues to grow in popularity. "We are thrilled The Big Easy and The Little Easy events are back for a sixth year – they continue to attract out of towners during a key holiday period."

Kicking off the long weekend with The Little Easy in Central Hawke's Bay on Friday 30 March, participants can warm up their legs coasting through a 12km loop around the Central Hawke's Bay Rotary River Pathways. Starting at 11:30am from Russell Park in Waipukurau, riders will glide along the northern side of the brand-new Tukituki Bridge, following the limestone trail to finish back at Russell Park where they can look forward to some post-ride entertainment.

Jenna Mabey, CHB Tourism Coordinator has said "the new Tukituki Trail bridge is an awesome addition this year to The Little Easy. The community have worked hard to fundraise for the bridge so it will be great to see locals and visitors alike enjoying it."

The Big Easy on Saturday 31 March offers a flat, mainly off-road 42km trail spanning Napier City and Hastings District. Starting at 10:00am at Black Barn Winery in Havelock North, riders are encouraged to take their time and pop in at the many tasty places dotted throughout the expedition. Great news for novice riders and kids: The Clive 'Family Start' will be back launching from Farndon Park, so participants can still enjoy the day without the distance. The day finishes with a concert at Church Road Winery in Taradale at 2pm where 'The Magnificent Seven' are set to take the stage performing a line-up of big songs from the Dance Exponents, Th' Dudes and Split Enz.

Rounding out the long weekend, The Little Easy Wairoa takes place on Sunday 1 April following the picturesque pathway along the Wairoa River – perfect for the whole family. After completing the 10km ride, there will be delicious refreshments and entertainment to enjoy.

About Hawke's Bay Tourism: Hawke's Bay Tourism is the Regional Tourism Organisation. Our mission is to ensure Hawke's Bay becomes significantly more attractive to New Zealand and international visitors as a place to visit, do business and to live.

Contact: Hawke's Bay Tourism, PO Box 12009, 19 Waghorne Street, Ahuriri, Napier, Hawke's Bay, New Zealand.
Telephone + 64 (0) 6 834 1918
www.hawkesbaynz.com



The Big Easy is delivered by Hawke's Bay Tourism, Hastings District Council, Napier City Council, and Hawke's Bay Regional Council. Central Hawke's Bay District Council jumped on board in 2014 with Wairoa District Council joining in 2017. The Big Easy has been developed to profile the Hawke's Bay Trails.

Ticketing

Tickets for The Big & Little Easy events are available for purchase now at www.thebigeasy.co.nz. Ticket prices include a Big or Little Easy t-shirt, deals on the day and entertainment.

Big Easy Ticket Pricing

Adult entry is \$35

Children 15 years and under \$15

Family pass (2 adults 2 kids \$85) (2 adults 3 kids \$100)

Ticket price includes a Big Easy T-shirt, entry to the concert at Church Road and access to the special deals and discounts on the Big Easy route

Concert only entry \$25

Transport costs \$10 per transfer.

Little Easy Ticket Pricing

Central Hawke's Bay and Wairoa events - \$15 for Adults and \$10 for kids. Family pass (2 adults 2 kids \$40) and (2 adults 3 kids \$50)

Ticket prices include a Little Easy t-shirt, and entertainment.

For more information contact:

Annie Dundas

General Manager, Hawke's Bay Tourism

Tel: 021 630 408 annied@hawkesbaytourism.co.nz

About Hawke's Bay Tourism: Hawke's Bay Tourism is the Regional Tourism Organisation. Our mission is to ensure Hawke's Bay becomes significantly more attractive to New Zealand and international visitors as a place to visit, do business and to live.

Contact: Hawke's Bay Tourism, PO Box 12009, 19 Waghorne Street, Ahuriri, Napier, Hawke's Bay, New Zealand.

Telephone + 64 (0) 6 834 1918

www.hawkesbaynz.com