



Media Release

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The Big Easy returns to the Hawke's Bay Trails this Easter

Keen cyclists will descend on the Hawke's Bay Trails again this Easter when The Big Easy returns for its seventh year, along with its cruisy counterpart, The Little Easy in Central Hawke's Bay.

Acting as the ultimate antidote to serious cycling events held across the country, both events offer leisurely riding throughout the region's superb trail network, with plenty of tasty pit-stops en route to the finish line.

The Little Easy Central Hawke's Bay will be kicking off the long weekend on Friday 19 April at 11:30am. Participants will start and finish at Russell Park in Waipukurau, coasting through a 12km loop along the scenic Central Hawke's Bay Rotary River Pathways, and across the impressive 100m swing bridge.

CHB Tourism Coordinator, Molly Baldwin, says riders can look forward to plenty of exciting activities on the day.

"The Little Easy is always such an amazing day out for the family. This year the ride includes plenty of surprise fun around the trail, finishing up with an afternoon of food, live music, and plenty of entertainment for the kids."

The Big Easy on Saturday 20 April offers a flat, mainly off-road 42km trail spanning Napier city and Hastings District. The course has been reversed this year, with riders now starting at Church Road Winery in Napier at 10:30am. Cyclists are encouraged to take the trails at their own pace, taking time to pop in at the tasty participating outlets dotted throughout the course.

Great news for novice riders and kids: the 'Family Start' will be riding out from the Spirit of Napier statue on Marine Parade, allowing participants to enjoy the day over a shorter distance – approximately 25km.

The day finishes up at Black Barn Vineyards in Havelock North, where riders can make their way to the amphitheatre for a family-friendly concert. A concert announcement will be made closer to the time.

Annie Dundas, Hawke's Bay Tourism General Manager, said she is ecstatic to see the return of both events over Easter.

"It's always a thrill to see hundreds of keen Big and Little Easy goers peddling around Hawke's Bay, and with year-on-year growth we are seeing, it's clear the event is proving to be a drawcard for visitors."



The Big Easy is delivered by Hawke's Bay Tourism, Hastings District Council, Napier City Council, Hawke's Bay Regional Council, and Central Hawke's Bay District Council. 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 from 9am Saturday 2 February 2019 at www.thebigeasy.co.nz.

Big Easy Ticket Pricing

Adult entry: \$35

Children (15&U): \$15

Family passes: 2 adults + 2 kids \$85 or 2 adults + 3 kids \$100

Ticket price includes a Big Easy t-shirt, entry to the concert at Black Barn Vineyards and access to the special deals and discounts on the Big Easy route

Concert-only entry: \$25

Transport: \$10 per transfer.

Little Easy Ticket Pricing

Adult entry: \$15

Children (15&U): \$10

Family pass: 2 adults + 2 kids \$40 or 2 adults + 3 kids \$50

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

For more information contact:

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