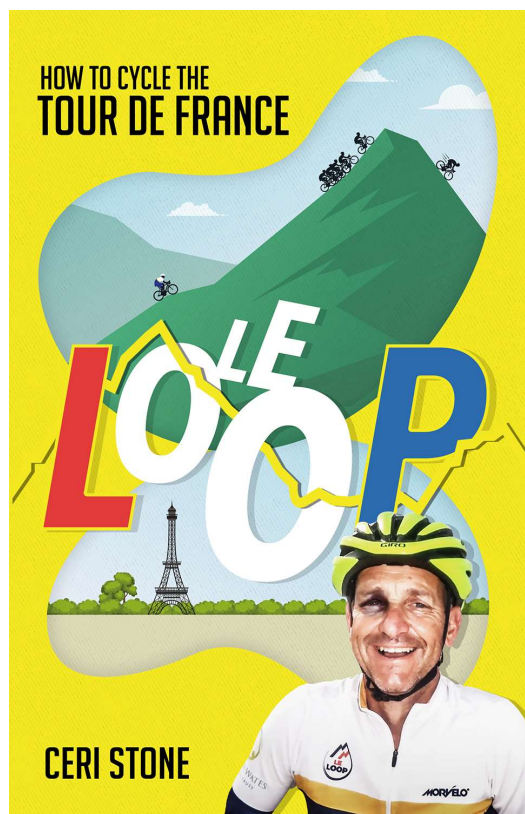




Title information



Le Loop

How to Cycle the Tour de France

By Ceri Stone

Key features

- Exhilarating adventure of one man's journey to cycle the world's toughest race
- Guidebook to show any budding athlete how to achieve their sporting dreams, from running a 5k to cycling Le Loop – it provides inspiration to help athletes succeed
- True story of one ordinary man doing the extraordinary
- Sticks two fat fingers up to the drugs cheats of the past
- Shows how cyclists of all abilities can succeed no matter what their ability level is
- Supported by the team behind Le Loop, who will promote this book through their website, social media and newsletters
- Ceri is the author of the popular travel book *Indian Summer: The Remarkable True Story of a Holiday Rep in Goa*
- Publicity campaign planned including radio, newspapers, websites, podcasts and magazines

Description

Le Loop: How to Cycle the Tour de France is the incredible tale of how one man took on the world's toughest bike race. Ceri Stone is an ordinary guy. He wanted to do something extraordinary just once in his life. This book is the exhilarating story of that adventure. He lays out a template for personal success, garnered from some rich life experience, and he puts his theories to the test by cycling Le Loop. Le Loop is an annual charitable event where riders cycle the route of the Tour de France one week before the pros. This is an inspiring adventure for athletes of all levels that proves we can achieve our wildest dreams and laugh along the way. Much like the tour itself, there are extreme highs and lows, and Ceri faces them with a searingly honest sense of reflection and a trivial sense of humour. This story is warm, empowering and leaves you itching to get off your sofa – but with a template to succeed at the same time. Join Ceri in his quest to live a life less ordinary.

Details

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