



January 9, 2005

**POST EVENT REPORT**  
Manchester



**Summary**

For the first time the "International Keirin Event" was organised in Manchester. This event was integrated to the UCI Track Cycling World Cup "Classics" programme on the last day. A great crowd attended the event.

The "International Keirin Event" was also broadcasted live on television.

**Spectators**

2200 spectators were present at the velodrome to watch the "International Keirin Event".

**Riders' participation**

1	ESCUREDO RAIMONDEZ José Antonio	Spain
2	BOURGAIN Mickaël	France
3	WATANABE Harutomo	Japan
4	JERABEK Jaroslav	Slovakia
5	NOTHSTEIN Martin Wayne	United States
6	HOY Chris	Great Britain
7	KELLY Shane	Australia
8	VILLANUEVA TRINIDAD José Antonio	Spain
9	BAUGE Grégory	France
10	McCLEAN Craig	Great Britain
11	VAN EIJDEN Jan	Germany
12	TSUTSUMI Hiroshi	Japan
13	NG Josiah	Malaysia
14	VELDT Tim	Netherlands
15	DAJKA Jobie	Australia
16	BURAN Pavel	Czech Republic
17	EDGAR Ross	Great Britain
18	WOLFF René	Germany
19	KANEKO Takashi	Japan
20	VYNOKUROV Andrei	Ukraine
21	GANE Hervé	France
22	KERSTEN Ben	Australia
23	VRBA Ivan	Czech Republic
24	JOHN Matthias	Germany
25	YAMAMADA Yuji	Japan
26	MULDER Teun	Netherlands
27	RUBAN Sergey	Russia
28	UCHIDA Kei	Japan

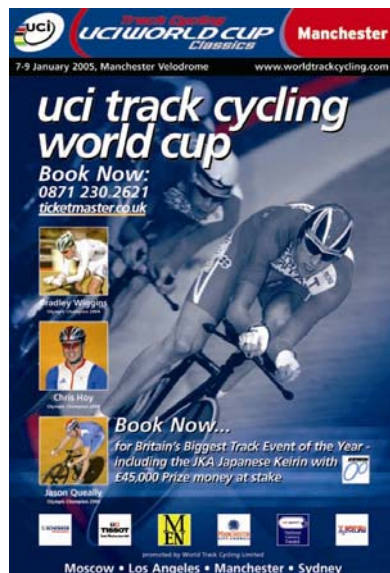
## Promotion

The promotion (see details below) was made together with the UCI Track Cycling World Cup "Classics" which was held on the same weekend at the same place.

- 500 posters circulated to British Cycling Go-Ride Clubs and key cycling stores
- 6'000 leaflets were mailed to previous World Cup and World Championships database
- 4'000 leaflets were handed out at "Revolution event" which took place in the Manchester velodrome on 4 december
- 2'000 leaflets were given to British Cycling Go-ride Clubs
- Remainder for general distribution - Manchester Velodrome, Ticketmaster
- 6 sheet posters were displayed at 100 locations around Manchester City Centre (between 14 Decembre – 4 January)
- Weekly email to British Cycling members
- 1 page feature in British Cycling "Go-Ride" publication
- Event 'book now' banner appeared on major cycling websites namely cyclingnews.com, proycling.com, british cycling website, cycling plus website, phil o'connor website.



leaflet

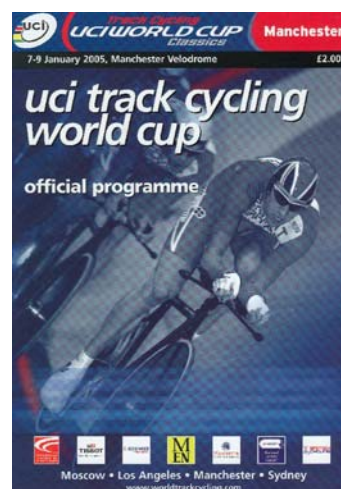


poster

## Programme

Content: official messages, organisation & official list, programme, riders' entries, JKA Keirin description, results, description of the specialties, sponsors.

4 full pages were dedicated only to the International Keirin Event. It was distributed to the press, teams and the spectators.



Official program

### Media present on site

UCI TV crew included the "International Keirin Event" in his production of a 90' programme done for the UCI Track Cycling World Cup Classics. These highlights were proposed to the EBU members (see details below under TV broadcast)

BBC and MICO made their own production as well.



BBC  
CIS  
MICO  
VRT  
Granada Sport  
Cycling.tv  
Eurosport (commentator)

England  
UCI TV crew  
Japan  
Belgium

### Photographers, Press, Radio on site



#### Photographers

Cycling Plus – Tony Collins  
Londoncyclesport.com – Nelly Campbell  
Titan Sports / all sports – Gu Shiyin  
Getty Images – Bryn Lennon, Michael Steele  
Cycling Weekly – Phil O'Connor, Rob Lampard  
Pezcyclingnews.com – Meter Lorence  
MG Recycling Litespeed Dave Tyrell  
Fineline – Henry Iddon  
The Independent – David Ashdown  
Daily Telegraph – Steve Yarnell  
Press Association - Phil Noble, Martin Rickett  
Manchester Eve News – Andy Yates, Jon Roach-Ellis  
Photosport Interantional – John Pierce  
Sportsbeat Images – Jed Wee  
Freelance – Antón Want  
BBC GMR radio – Alison Wood



#### Written Press

Bolton Eve News – Maurice Jones  
Cyclingnews.com & British – Nick Rosenthal  
L'Equipe (France) – Jérémie Arbona  
The Press Association – Scout Dougal  
Cycling Weekly – Lucy Millar, Margerite Lazell, Martin Ayres  
British Cycling – Larry Hickmott  
Internews (Dubai) – Islam Bashir  
The Guardian – William Fotheringham  
Track Cycling.co.uk/Southern Echo Newspaper – Martin McCrossan

ProCycling – Steve Thomas  
The Independant – Paul Newman  
Daily Telegraph – Brendan Gallagher  
Freelance – Mike Brett  
Manchester Eve News – Trevor Baxter  
Independant on Sunday – Nick Townsend  
On Sunday / Sunday Herald, The Scotsman (Scotland) – Richard Moore  
Manchester Eve News – Neil Goulding  
Webmaster – JohnPercycDesign – John Percy

### TV broadcast

Please check at anytime UCI website [www.uci.ch](http://www.uci.ch) for the latest news on TV broadcast.

Up to now here is the TV coverage confirmed for the International Keirin Event:

Country	Channel	Date	Time	Program
United Kingdom	BBC2	08.01.2005	13:05 – 14:20	live
	BBC1		14:35 – 16:45	live
	BBC Interactive		14:30 – 18:30	live
	BBC2	09.01.2005	16:25 – 18:00	live
Pan Europe	Eurosport	08.01.2005	17:00 – 18:15	live
		10.01.2005	14:00 – 15:30	90' highlights
Pan Africa	M-Net Supersport	29.01.2005	18:30 – 20:00	90' highlights
		30.01.2005	03:00 – 04:30	90' highlights
			22:00 – 23:30	90' highlights
		31.01.2005	12:00 – 13:30	90' highlights
01.02.2005	21:30 – 23:00	90' highlights		
Australia	SBS	30.01.2005	10:30 – 11:30	60' highlights
	FOX		TBA	90' highlights
Switzerland	TSI		TBA	90' highlights
Netherlands	NOS		TBA	10' highlights
Denmark	TV2		TBA	news
Spain	Teledeporte	10.01.2005	15:00 – 18:30	highlights
		11.01.2005	16:00 – 19:00	
		12.01.2005	16:15 – 19:45	
Russia	RTR		TBA	
Belgium	VRT		TBA	highlights and news
Malaysia	ASTRO		TBA	90' highlights
Worldwide	Gillette	12.01.2005	10:05 – 10:10	5' highlights
Middle East	Al Jazeera		TBA	highlights
Japan	NHK BS1	29.01.2005	17:10 – 17:55	45' highlights
	NHK High Definition Channel		TBA	
	TV Tokyo		TBA	

