

Press Release
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European Capital of Culture Aarhus 2017

Experience the Capital of Culture region on two wheels

With the new cycle guide, *Kulturringen – Culture by bike*, you can truly immerse yourself in the beautiful landscape of East Jutland as part of the programme for European Capital of Culture Aarhus 2017.

The cycle guide *Kulturringen - Culture by bike* gives you tips for cycling and cultural opportunities across a 450-kilometre route that takes in the areas of Eastern Jutland. The route has been created through co-operation between the seven municipalities, each contributing with their own natural and urban highlights. *Kulturringen* is packed full of opportunities to discover both beautiful stretches of Danish landscape and a spectrum of cultural experiences.

The cycle guide describes 20 unique and coherent rides complete with maps, pictures and text. There are recommendations for overnight stops, transport links, food, ferries and cruises, so small or tired legs can participate too.

“*Kulturringen – culture by bike* makes it easy to prepare your Aarhus 2017 cycle tour. The guide shows new methods to experience the region via museums, art, rune stones and burial mounds in the landscape. There are many exciting stories along the route, and you can also find good viewpoints or the nearest gallery, café, ice cream kiosk, farm shop, manor house or toilet,” says Rebecca Matthews, Chief Executive Officer at European Capital of Culture Aarhus 2017.

“It is so easy to jump on the bike. And just so easy to jump off the bike and explore anything that catches your interest along the way. Have a great trip out on the *Kulturring*,” writes Klaus Bondam, Director of the Danish Cyclists’ Federation, in the guide’s foreword.

The Aarhus 2017 foundation has supported *Kulturringen – culture by bike* which has been created in collaboration with Aarhus Cycle City, with help from the Danish Cyclists’ Federation, Visit-organisations, local sights and attractions.

The guide is ideal for families, electric-bike cyclists, exercise fans and high-level cyclists. It is written in both Danish and English, costs 50 kroner and can be purchased from April 28 from selected bookshops and the Visit-organisations in Denmark in the seven municipalities.

Read more at: www.kulturringen.dk and www.facebook.com/kulturringen.dk/

Photo: Morten Rygaard

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