

Active Digital signs British Cycling Team



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Active Digital Communications is delighted to confirm that they have won the tender for the mobile communications contract for the GB Cycling Team. Around one hundred email compatible devices have been provided for GB Cycling Team in preparation for the Beijing Olympics in August 2008.

Active Digital, who have been established since 1996 and specialise in providing mobile voice and data solutions to UK businesses, have stated that this has been a 'fantastic client for us to manage and service their mobile requirements and we will be working in partnership with GB Cycling on sponsorship opportunities. We would like to wish the GB Cycling Team every success in the Beijing Olympics 2008.'

Dave Brailsford MBE

Dave Brailsford MBE, British Cycling Performance Director and Team GB Cycling Team Leader for the Beijing 2008 Olympic Games said: "The Great Britain Cycling team has continued to develop to such a point where it is clearly both the strongest and most professional Cycling team from Great Britain in living memory. The very tough selection decisions which had to be made are a testament to the strength and depth of talent within our programme. In keeping with the overall philosophy of the Great Britain Cycling team this squad will leave no stone unturned in its quest for success."



More information:
www.britishcycling.org.uk