

Active Digital wins prestigious contract for Team Sky



Maiden win: Team Sky's Greg Henderson (centre), Ben Swift (right) and Chris Sutton celebrate their one-two in Adelaide



British Cycling Team

Active Digital Communications is delighted to confirm that they have been awarded the prestigious mobile communications contract for Team Sky.

As the existing communications provider to the GB Cycling Team, we recently tendered to provide the new required communications for Team Sky. Richard Groves stated on behalf of Active Digital, 'we are delighted to have won this contract and continue to build on our already strong and long term relationship with GB Cycling. We would like to wish David Brailsford and the team all the very best in forthcoming events in 2010'.

Team Sky was officially revealed to the world on a chilly January morning in central London, where the team paraded around St James' Park and Buckingham Palace on their impressive new Pinarello bikes. This is the first British ProTour team. It is the first British-backed team to ride the Tour de France since ANC-Halfords in 1987. And it will do so with a British leader, a core of British riders and a back-up team that has helped enable Olympic success after Olympic success.

More information:
www.teamsky.com

Dave Brailsford

Dave Brailsford admitted to being a little emotional on a day that finally saw his pro team vision become a reality. The message is that Team Sky is about inspiring people and striving to put everything in place to ensure that the riders can be the very best they can be. The British cycling fans are already on side and hopefully it'll create more cycling fans in Britain and get more people on bikes. It's time to race. Enjoy the ride.

