

Christoph Strasser wins the Race Across America in a record time

Christoph Strasser, the ambassador of the Lyoness Child & Family Foundation, celebrates a clear victory at the Race Across America 2013. Being the first extreme-cyclist ever, he covered a distance of 4.860 kilometres in less than 8 days.

Graz, 20th June 2013. On 19th June at 3:01 pm local time Christoph Strasser reaches the finish line in Annapolis, Maryland, before his Swiss opponents Dany Wyss and last year's winner Reto Schoch. With a winning time of 7 days, 22 hours and 11 minutes he is the first athlete in history of the Race Across America to have covered the distance in less than eight days and set a speed record with an average speed of 15.56 mph (approx. 25 km/h). "I still can't believe, that I broke the record from 1986", visibly exhausted Strasser says after the race. "Such things cannot be planned; I simply tried to be the fastest."

7-day solo ride at the top of the race

Strasser was in great shape from the very beginning. Training for months und acclimatisation for one week in the Mojave Desert prepared him in the best possible way for the long-distance race's physical and mental challenges. Thus, he was able to use his potential to the full despite adverse road- and weather conditions as well as a lack of sleep.

The Austrian had been in the lead from the first day. On the 4,860 kilometre distance from the U.S. West- to the East coast he managed to continuously increase his lead over his 22 rivals and road towards a commanding win. Even acute signs of fatigue and a crash at the end couldn't stop Strasser. The 30-year-old extreme-cyclist thereby continues his success story at the world's longest and toughest cycle race, which he had won already in 2011 and in which he won second place last year.

Racing for Charity

As in the past two years, Strasser combined athletic challenge with a good cause. As ambassador of the Lyoness Child & Family Foundation he raised awareness of the Lyoness foundation and its commitment to disadvantaged children on his ride across the USA.

About the Lyoness Child & Family Foundation

According to the CSR- and sustainability efforts of the internationally active shopping community Lyoness, the Lyoness Child & Family Foundation was founded in 2008 as an independent charitable organisation, which supports national and international aid projects under the motto "Education. Opportunities. Future.". Each Lyoness Member contributes actively to the Foundation's social projects with a part of their purchases. These are mainly educational projects for children and teenagers in economically deprived countries worldwide. You can find further information at www.lyoness-CFF.org.

About Lyoness

Lyoness is an international sector spanning shopping community as well as a Loyalty Programme for trades. It is active in 33 countries throughout Europe, as well as in the USA, Canada, Brazil, the United Arab Emirates, Qatar and South Africa and in the Asian Pacific region in Hong Kong, Macao, Australia, Thailand and in the Philippines. Currently, 3 million Members use the Lyoness Benefits at more than 29,000 Loyalty Merchants worldwide. You can find further information at www.lyoness.com.

Caption for press photo:

Austrian extreme-cyclist Christoph Strasser celebrates the biggest win of his career so far. Credit: Alexander Karelly

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