



October, 2006

An unprecedented international cycling event:

# ISRAEL-JORDAN BREAKING BORDERS CYCLING RALLY “Tour de Dead Sea”

January 24-26, 2007

A cycling experience crossing the Jordanian and Israeli borders  
in the interest of saving the Dead Sea

The border breaking cycling event will take place at the lowest place on earth and around the saltiest sea on the planet, from 24–26 January, 2007. It will express values such as; cooperation, environment, education, community contribution, sport, health and tourism. The aim is to raise world awareness as to the importance of preserving the Dead Sea area.



Along the dead Sea Coast



Throughout the rally 300 riders from Israel, Jordan and from all over the world, professionals and amateurs, will ride side by side, at the foot of the mountains, the perimeter of the Dead Sea – 260 km – in three days.

The event is sponsored by the Israel Foreign and Tourism offices, the Jordan Tourism and Antiquities offices, The Israeli and Jordanian Embassies, The Israeli and Jordanian Cycling Union, UNESCO, Friends of the Earth Middle East (FOEME), Research and Development of the Dead Sea, Megilot Regional Council Dead Sea, Tamar Regional Council Dead Sea, and in collaboration with Israeli and Jordanian Security Offices.

“The Dead Sea area and its surrounds are a base for road and mountain cycling activities for thousands of riders from all over the world because of the ideal climate and the variety of natural and tourist attractions. We will develop this area as the Lowest Cycling Park in the world” says the event initiator Mr. Uriel Aharonov, the regional council engineer. “The International Cycling Rally is a base for future cooperation. Our ambition is that this cooperation will be part of the geo-political stability and will promote the transformation of the area into an international heritage site by UNESCO and will promote the local tourism and economy all around the Dead Sea”.

For further information: Megilot Regional Council website: [www.dead-sea.org.il](http://www.dead-sea.org.il)

Biking in Israel for international riders: [www.bikeisrael.com](http://www.bikeisrael.com)

Further information for the press only: Gura, Mira, Lebowich-Berger Public Relations Ltd.  
Tel: 972-2-6535133 / 972-54-4676679. Journalists who are interested to participate in the rally are requested to apply as early as possible. Number of riders is limited.