

Tracking Celebrities for Sport Relief



Masternaut Three X is to be the official tracking supplier for UK Sport Relief's Million Pound Bike Ride. The company's GPS tracking system is being used to track seven celebrities during their gruelling charity cycling challenge which began 1st March and will see them go from John O'Groats in Scotland to Lands End in England.

Little Britain star David Walliams, Radio 1 DJ Fearne Cotton, Big Brother host Davina McCall and comedians Jimmy Carr, Miranda Hart, Russell Howard and Patrick Kielty are cycling 1,000 miles in four days to raise GBP1 million for Sport Relief. This incredible team will take turns to cycle non-stop across the UK. The Sport Relief cyclists are carrying

special Masternaut GPS tracking devices allowing everyone to track the riders live during their four-day event.

Masternaut's Managing Director, Martin Port commented "It's fantastic that we've been chosen to provide the technology to support such a high profile event which supports such a fantastic cause. We were also recently chosen to be the official tracking provider for Laurence Dallaglio's Cycle Slam which saw the Rugby star cycle across Europe."

When not tracking celebrities, Masternaut's tracking systems are used by companies like Ann Summers, Nestle, United Biscuits and Tarmac who use the technology to lower their CO2 emissions and keep workers safe.

Sport Relief's other events will run from Friday 19th to Sunday 21st March. The whole of the UK will come together to get active, raise cash and change lives. It has a unique history of dedicated people doing extraordinary things to make a difference - from David Walliams' swim across the English Channel, to Eddie Izzard's amazing marathon a day around the UK. All the money raised by the public is spent by Comic Relief to help transform the lives of poor and vulnerable people, both at home and across the world's poorest countries.

People wanting to track the celebrities live or make a donation should visit the [Sport Relief website](http://www.sportrelief.org.uk) and click on 'The Million Pound Bike Ride'.