Lausanne (Sui), 1 February 2018

NEW GRAPHICS PRESENTATION FOR THE 2018 UEC BMX EUROPEAN CUP

The 2018 edition of the UEC BMX European Cup (8 races, the first 2 in Verona, Italy on 24 and 25 March) will have its own graphics presentation created by the students of kOsh Campus Scheppersstraat of Herentals (Belgium) presented officially yesterday at the institute attended by the UEC Secretary General, Enrico Della Casa, Jolanda Polkamp, President of the UEC BMX Commission, Michel Vermeiren, UEC BMX Commission member, Veerle de Cock, director of the school, and the teachers Tiny Nys and Karel Taeymans.

The new BMX European Cup logo is the end result of a competition between two classes of the institute which 34 students took part in for a total of 1700 hours of work in which they identified and drew up the typical characteristics of BMX and combined them with the dynamism of this discipline.

After a thorough evaluation of the various 3 alternatives proposed, the choice fell on the logo (which in the bottom part has BMX handlebars and joins the black to the «UEC blue») and from next March will be on all the BMX European Cup graphics.

Rocco Cattaneo, President of the Union Européenne de Cyclisme: «The BMX European Cup is one of the most important events in the Union Européenne de Cyclisme's calendar and in view of the success of the previous editions, we have decided to allow it to develop even more.

The BMX European Cup now has its own identity, which gives it even more importance. I would firstly like to thank the students and teachers at the kOsh Campus Scheppersstraat of Herentals for the passion and enthusiasm they have put

in their work over the last few months in order to carry out this new exciting presentation.

This event's new graphics identity is not the only new feature this season since for the first time footage of the eight events will be broadcast live on generalist sites, non-European platforms and also on the usual channels (Youtube and Dailymotion) of the previous editions»

BMX EUROPEAN CUP 2018

BMX Rounds 1 and 2 (Verona, ITA) 24/25 March
BMX Rounds 3 and 4 (Zolder, BEL) 14/17 April
BMX Rounds 5 and 6 (Kampen, NED) 28/29 April
BMX Rounds 7 and 8 (Blegny, BEL) 19/20 May

All information will be available from this link: click here

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