



SHIFT teams up with Mayhem World

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SHIFT, the newly launched quarterly glossy bike magazine and sister title to BikeMagic.com the long established MTB community website from Magicalia Ltd, announces it has teamed up with Mayhem World as its official partner with the Mayhem World Club, and sponsor of the mixed category for the event.

PR9.NET June 02, 2008 - London, UK - MAYHEM WORLD, born out of Mountain Mayhem, the UK's first ever 24 hour mountain bike event, which was started in 1998. During the last 10 years, Mountain Mayhem has grown into more than just a weekend event. Now it has its own website at www.mayhemworld.co.uk and its very own Mayhem World Club.

Joining is free and gives riders access to competitions, regular newsletters and exclusive offers through other partners, still to be announced. SHIFT, who will be the official media partner, will be offering special deals on subscriptions of the magazine, competitions, plus lots of other bike related stuff to their members.

The Mountain Mayhem event this year will be held at Eastnor Castle Deer Park in Herefordshire from 20th to 22nd June, and is where the club will be officially launched. Don't worry, if you can't make the event, you can join through the Mayhem World site. But for those that do make it, come over and meet the staff from SHIFT and BikeMagic, who will be on hand dishing out club cards.

Don't miss out – join up now! It costs nothing and saves loads.

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About Mayhem World

Mountain Mayhem, the UK's first ever the 24 hr mountain bike endurance event, was born in a muddy field back in 1998. Now after 10 years, the owners of the UK's often-imitated-but-never-beaten-number-one-24hr-mountain-bike-endurance-event, Pacific Edge Events, have created another first: the event that has become a brand. Pacific Edge Events proudly announce the birth of their new baby: Mayhem World.

About Magicalia

Magicalia is a cross-media publishing company, with an integrated portfolio of community websites, e-commerce operations, specialist magazines and events. Magicalia operates in special interest sports, hobby and leisure sectors, ranging from golf, cycling and photography to modelling, gardening and parenting. Magicalia operates 20 community websites, with an active launch programme, and publishes 15 market leading consumer magazines. It also operates successful events in its specialist sectors. Magicalia's e-commerce business, operating over 40 e-commerce websites for retailers in Magicalia's sectors, integrates each retailer's catalogue into Magicalia's relevant community website.

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