**The Flandrien Challenge. The unbelievable Ride**

**Cycling in Flanders, the brand from VISITFLANDERS dedicated to cycling, launches The Flandrien Challenge: a ride that will be on the bucket list of every cycling fan.**

From the 16th of November, cyclists can challenge themselves to become a true *Flandrien* in “The Unbelievable Ride”*.*  72-hours, 59 Strava segments to conquer across Flemish bergs and cobbles and become a part of cycling legend.

The Flandrien Challenge is a cycling challenge where digital and physical worlds collide. It visualizes the digital STRAVA segments on the road surface of numerous storied climbs and cobbled roads in Flanders. This is a unique physical manifestation of cycling's most popular digital experience.

To conquer the Flandrien Challenge, each participant must ride in Flanders and unlock the 59 segments in less than 72 hours. Segments include legendary slopes like the Oude Kwaremont, the Koppenberg and the Paterberg.

Each cyclist who succeeds will become part of the legend. They engrave their name in a stone, like a cobble, that will be exhibited on the Wall of Fame at the Centrum Ronde Van Vlaanderen in Oudenaarde: a unique place for those who love cycling, the ultimate experience for the fans of the Tour of Flanders.

The Flandrien challenge is a ‘free route’ challenge, but there are 3 suggested routes to allow you to unlock all the segments whilst discovering the impressive countryside of the heartland of cycling. The Unbelievable Ride” doesn’t expire, as it is a challenge that each cyclist will be want to accept at least once in their life: today, tomorrow, in 6 months, in the next years or at the height of the spring classics season. Those who are interested have all the time they want to train and get ready to challenge themselves in Flanders, while pushing their limits in their hometown and being ready to conquer the Flandrien Challenge whenever we can travel safely again.

Who can participate?

Anyone who loves cycling and is willing to accept the challenge. To ride all the segments in less than 72h, conquering the Flemish bergs & cobbles, will push the limits of even the most experienced cyclist. However, don't let that put you off: With training, you can do it! One of the beauties of cycling in Flanders is that you can experience so much in a small area and the routes can be customised to your needs.

**More info:**[**flandrienchallenge.cc**](https://cyclinginflanders.cc/)

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**Pictures, videos, storyline:**

https://media.visitflanders.com/collections/view/ACBB0795-EC5C-48B4-BD4BF338617F017B/ All pictures are right free.

**About Cycling in Flanders**

The brand by VISITFLANDERS for any passionate cycling fan:

Flanders is the birthplace of the race, the **Heartland of Cycling**. The cobblestone slope distinguishes us from other destinations. Only in Flanders you can find **bergs & cobbles and the Ronde Van Vlaanderen**. Flanders is the home of cycling and a unique place for every cycling fan: **it should be on the bucket list of every cycling passionate to ride on bergs & cobbles at least once in your life.** The Flandrien Challenge is, therefore, the ultimate experience for any passionate cycling fan.

Cyclinginflanders.cc is the essential guide for cycling in Flanders: impressive routes, the best races and sportives, challenging bucket lists and tips to plan your stay.

More on: [www.cyclinginflanders.cc](http://www.cyclinginflanders.cc/)

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**About VISITFLANDERS**

This Flemish government agency is an official tourist organisation for Flanders.  The organisation strives for the sustainable development and promotion of tourism to and in Flanders with a view to boosting the economic return, employment and well-being (for the inhabitants of Flanders). www.toerismevlaanderen.be