

Welcome to Yorkshire

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EMBARGOED UNTIL 8.30pm on Friday 13th November 2020

Tour de Yorkshire Art Launched

Despite the recent postponement of the Tour de Yorkshire 2020 until 2022, Welcome to Yorkshire's much-loved annual cycling event in partnership with race organisers Amaury Sport Organisation (ASO), this year's official Tour de Yorkshire artist, Claire Baxter, has created six impressive images. Inspired by the diversity, grandeur and splendour of Yorkshire and capturing the spirit and excitement of the race from the perspectives of the riders and the spectators - young and old, Claire has painted locations including the Dales, moors, coast, townscapes and landscapes drawn from North, South, East and West Yorkshire in her distinctive quirky and colourful style.

Based at her Pateley Bridge gallery, artist Claire Baxter works predominantly in oils and her Tour de Yorkshire originals and limited edition prints will make an amazing addition to any home or a perfect present, especially for all those fans of Yorkshire and this spectacular cycling event, particularly during such an unusual year, making these 2020 creations incredibly desirable and collectable.

Claire's Tour de Yorkshire 'Tour Baht'at' paintings and prints include iconic locations from across the county, featuring Barnsley Town Hall, Ilkley's Cow and Calf Rocks, Sandsend, Ribbleshead Viaduct, Beverley and Shibden Wall in Calderdale.

Artist Claire Baxter says *"I was excited and honoured to be announced as the Official Artist for the Tour de Yorkshire 2020 and despite the difficulties we have faced this year and postponement of the race itself, I am so pleased to finally release the six images I have painted to celebrate this wonderful Yorkshire event."*

To get inspiration and a feel for the race I spent several days driving along different sections of the route which brought home to me how lucky I am to live in God's Own County and how gruelling the Tour de Yorkshire is for the riders. It was difficult even to walk up some of the inclines. I am thrilled with the end result."

Welcome to Yorkshire Chief Executive James Mason added *"We had no choice but to postpone this year's Tour de Yorkshire but we're delighted to have Claire's incredible artwork as a reminder of how fantastic this race is, why it is loved across the world and how it showcases the county in a spectacular way. There has never been a more important time to support independent artists and businesses, whilst celebrating the arts and sport. Welcome to Yorkshire very much look forward to continue working with Claire as her impressive Tour de Yorkshire art is launched and we're delighted that Claire will be the official artist of the Tour de Yorkshire in 2022."*

The Tour de Yorkshire is of huge economic benefit to the county and its creation followed the success of the 2014 Tour de France's Grand Départ in Yorkshire. This massively popular event attracted 4 million roadside spectators, with 188 countries broadcasting the race live contributing to £330m worth of media coverage, with the Grand Depart in Yorkshire trending worldwide on Twitter.

Subsequent Tour de Yorkshires from 2015 to 2019 have also been an incredible success for the county, boosting the economy and showcasing spectacular Yorkshire scenery across the globe. Benefits for the county during the Tour de Yorkshire have included record-breaking figures of 107.5m Twitter reach (2016), 2.6m spectators along the route and a £98m economic impact (2018), plus a TV audience of 28m in 190 countries (2019).

Welcome to Yorkshire - Tour de Yorkshire Claire Baxter art: clairebaxterfineart.co.uk/

- Original oil on canvas £3,000. & limited edition prints from £165.

- ENDS -

Images:

- **Tour de Yorkshire 2020 Artist Claire Baxter**

Notes to editors:

- **Look out for the brand new Tour de #Walkshire which will be launched in 2021 Walkshire.com**

Tour de Yorkshire:

The postponed 2020 Tour de Yorkshire was scheduled to take place from 30th April to 3rd May

- The Tour de Yorkshire was launched in 2015 as a legacy of the 2014 Grand Départ. It is organised by Welcome to Yorkshire and the Amaury Sport Organisation.
- The men's race formed part of the inaugural UCI ProSeries.
- The Asda Tour de Yorkshire Women's Race was awarded 2.1 status in 2016.
- The 2019 edition was watched by a record 28 million TV viewers in 190 countries

- **Welcome to Yorkshire** is the official destination marketing organisation for Yorkshire, working to grow the county's visitor economy.
- **Welcome to Yorkshire** is a not-for-profit membership organisation, funded in part by grants, sponsorship and Welcome to Yorkshire members. All money raised is reinvested directly back into promoting Yorkshire.
- Key facts include:
 - Tourism in Yorkshire is worth £9 billion annually
 - The county's tourism and hospitality industry employs almost 225 thousand people
- Tag **Welcome to Yorkshire** in any coverage on Twitter and Facebook using our handles: @welcome2yorks and <https://www.facebook.com/welcometoyorkshire>

For more news and a free image bank go to: <https://industry.yorkshire.com/archive/resources/free-image-library> - Username: **Media Password: **MZHB9LPa5vA8****

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