

Press Release

Immediate release

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Bigger, Bolder, Badder! The Medical Cannabis Bike Tour announces 2014 tour dates

Following the success of last year's ride, the MC Bike Tour returns with the aim to raise over €50,000 to support scientific research into how cannabis treats cancer.

From March 11-13th 2014, 50 riders will ride on a 400km journey. The MC Bike Tour will arrive 3 days later to a heroes' welcome at the Spannabis Expo in Barcelona.

Following on from the success of the 2013 tour which raised €50,000, the Bike Tour is looking to increase media exposure and awareness for medical cannabis.

The money raised is helping to fund research by scientists at Madrid's Complutense University, who are studying the effects of using cannabinoids to treat cancer. Funds have also been used to support the legal rights of patients who are using cannabis to treat their illnesses.

Luc Krol, from the MC Bike Tour organization team, says, "I am very excited about the 2014 tour. Everywhere we go people have heard about our initiative. We believe we are at the start of a popular movement to drive positive change and acknowledge the medical value of the cannabis plant. Roll on the next tour!"

Riders and sponsors are already climbing on board the MC Bike Tour express and the organizers are looking for the last few riders to fill the spaces. Potential sponsors and riders should check out the website www.medicalcannabis-biketour.com.

For interviews, photos or more information about the Bike Tour please email info@medicalcannabis-biketour.com.