Bidon

**Name** Rochelle Gilmore.

**Job** Cyclist.

**Where** Various events across the globe, including the Commonwealth Games.

**Why is it important?** In cycling, a water bottle is called a bidon (small portable container). It's important for carrying and delivering hydration, energy and recovery sources to the body during a race. I race across the globe, and all cyclists use them. What goes in the bidon is decided by each rider; it varies from race to race, depending on the temperature and race duration.

**What do your colleagues think of it?** Most of my teammates are Italian and they love a sticky bottle! In cycling, the term “sticky bottle” is used when a team car offers a rider a bottle from the car window, usually on a hill, and the cyclist doesn’t let go of the bottle while the car is pulling them up the hill!

**Unusual moment?** Bidons can create a mess. Sometimes, as a race starts to heat up and I go for that first refreshing gulp, the lid pops off and the sticky sports drink goes all over me. It’s not a nice feeling and unfortunately it gets worse as the race goes on. The bugs, dirt and muck stick to the liquid.

**How much does it cost?** If you buy a bidon in a bike shop, you’ll pay about $10-$20, but if you watch a pro-cycling race like the Tour de France, you’ll see fans collecting the bottles riders throw away. If you’re a sponsor wanting to put your logo on the bottles of a pro-cycling team, you could pay $50,000-$100,000 to secure that advertising space.

**SUE WHITE**