



For Immediate Release:

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Detroit Athletic Club to Present 130 New Bikes to Detroit PAL during the Detroit Cycling Championship in Celebration of the DAC's 130 Year Anniversary

Detroit, MICH – August 31, 2017—In celebration of its 130th year, the Detroit Athletic Club (DAC) Foundation will present 130 new bikes to young athletes from Detroit PAL (Police Athletic League) during the Detroit Cycling Championship on September 9. The kids are being selected from Detroit PAL's TEAM UP program who have demonstrated leadership and good sportsmanship. With the help of a Children's Hospital of Michigan Foundation grant, each new bike will be outfitted with a helmet. The presentation of bikes will happen at 11:00 a.m. on race day.

"Raising the money has been a community effort," said Pat O'Keefe, president, Detroit Athletic Club Board of Directors. "DAC athletes and other community members contributed funds to purchase the new bikes. We're looking forward to giving the new rides to Detroit kids and seeing the smiles on their faces during the Detroit Cycling Championship."

The Inaugural Detroit Cycling Championship plans to welcome professional and amateur cyclists from around the country and local area who will race through the heart of Detroit's entertainment district to compete for \$45K in cash prizes and merchandise. The event includes Category I-V men's and women's races, kid's race, military veteran race, and exposition.

All of the Detroit PAL youth are welcome to attend the free event. The Detroit Cycling Championship has 13 races in total. The Kid's Race (under 10 years) begins at 11:55 a.m., between the Pro Women's and Men's races.

"We are thankful for the generous contribution of bikes to our Detroit PAL youth," said Timothy Richey, CEO, Detroit PAL. "Having safe and reliable mobility is important to our kids in the area neighborhoods."





Detroit PAL serves more than 11,000 youth and 1,500 volunteer coaches they engage with each year. In late 2017, Detroit PAL plans to open its new headquarters at the site of the old Tiger Stadium at Michigan and Trumbull. The Corner Ballpark will include PAL's first permanent headquarters, the Willie Horton Field of Dreams, a banquet facility/leadership center, dugouts and locker rooms, plus bike racks in the front entrance.

The bike drive contributions continue until September 5. Individuals or companies interested in donating bikes and contributing to the DAC KIND (Kids IN Detroit), should visit DetroitCycling.com to learn more.

Detroit Cycling Championship sponsor partners include: Ford Motor Company, Chemical Bank, Cooper Standard, O'Keefe, Suburban Collection, Baker Tilly, Ziebart, Wico Metal, Celani Family Vineyards, Morgan Stanley, James Group, Brazen Sports, Detroit Medical Center, Children's Hospital of Michigan Foundation, Lombardo Homes, Great Lakes Wine & Spirits, Varnum, Grand Valley State University, Punch Bowl Social, Atwater Beer, Conway Mackenzie, Detroit Thermal, Brightview, City Contracting Services, Premier Group, Consolidated Agencies, Display Group, KIND, National Coney Island, Tim Horton's, HOUR Detroit, WXYZ, Social Connection, and the Downtown Detroit Partnership. Sponsorship opportunities are still available.

Race participation fees range from free to \$65. Register by September 5, save \$10. Onsite registration begins at 8:30 a.m. on September 9. A VIP tent access starts at \$75. The event is free for non-participating race fans and the community.

To register for the race or learn more about the Detroit Cycling Championship, go to DetroitCycling.com.

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About the Detroit Athletic Club (DAC) Foundation

Since the 1888, the DAC has been committed to supporting amateur athletics and elevating fitness programs in the community. Established in 1999, the DAC Foundation, a tax deductible, 501(c) 3, was formed to further advance the mission to support amateur athletics. DAC Foundation mission is to preserve the legacy of philanthropy and support of amateur athletics instituted by the Club's founders. This heritage has distinguished it among clubs all over the world.

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