



## Detroit Cycling Championship Media Fact Sheet

- WHO:** Detroit Cycling Championship presented by the Detroit Athletic Club Foundation. The public is invited to watch professional and amateur bike racers compete for \$45K in cash prizes and prizes, as well as merchandise, one of the top prizes in the U.S. The USA Cycling-sanctioned event includes 12 races open to Junior's, Masters 35+, 45+, 55+ in Category I-V. In addition there will be bike races designed for child participation and a salute to military veterans. Other activities include a cycling exposition and beer & wine garden.
- WHEN:** Saturday, September 9, 2017; Race schedule starts at 8:30 a.m. and throughout the day. Pro Women's and Pro Men's races begin at 3:45 p.m. [www.DetroitCycling.com](http://www.DetroitCycling.com) for specific race time. Times subject to change.
- WHERE:** In the heart of the Detroit Entertainment District, racers will gather at the Start/Finish area located Witherell Street and Elizabeth Street across from the Detroit Tiger statue.
- RACE FORMAT:** Criterion race covers a distance of approximately .8 mile of paved surface, with eight corners that wind through the streets of Detroit.
- CAUSE:** In partnership with Detroit PAL (Police Athletic League), the Detroit Cycling Championship will gather new bikes and have any mechanical safety checks required and present the bikes to the selected 130 children in the city of Detroit, who exemplify superior sportsmanship.
- COST:** Race fees range from Free to \$65. Register by August 10, save \$20. Register by September 5, save \$10. Onsite registration begins at 8:30 a.m. on September 9. A VIP tent access starts at \$75.
- REGISTER:** For more details visit, [www.DetroitCycling.com](http://www.DetroitCycling.com)
- MEDIA CONTACTS:** Ken Voyles at [kenv@thedac.com](mailto:kenv@thedac.com) or +1 (313) 442-1034; Kristin Ritter at [kristinmccallum@yahoo.com](mailto:kristinmccallum@yahoo.com) or +1 (313) 910-9868