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Cherry-Roubaix

Traverse City, Michigan
August 12-14, 2011

Sprints Crit Charity Ride Road Fun Rides



Cherry-Roubaix Cruiser Classic Delivers Old Town Relay Fun...and Pie?

TRAVERSE CITY, MI, July 29, 2011 — Three days of excitement surround 4th Annual Cherry-Roubaix events and culminate with the Michigan Bike Race Association and USA Cycling 2011 State Road Race Championship, but lighthearted antics of Cruiser Classic teams on August 13 ensure fun for its late afternoon Old Town audience and participants of all shapes and sizes. 4th Annual Cherry-Roubaix, presented August 12-14 by Garan, Lucow, Miller, P.C. delivers fun for all ages on August 13 when the hilarious Cruiser Classic, consisting of 4-person relay teams working together, pass cherry pies on their cruiser bikes to compete for Cherry-Roubaix awards. Prize-winners often represent a team with a theme, such as one of this year's entries, the "Pie-nstein's" of Grand Traverse Pie Company.

"We at GT Pie Co. have formed a relationship with a new cycling club here in town, Einstein Racing," explains Mike Busley, co-founder of Grand Traverse Pie Co. "They are a group of great young guys and gals who not only race but generally promote getting out and riding a bike. We have teamed with them to create our GT Pie Co. Pie Ride which is a family fun ride every Wednesday night all summer, leaving from our downtown Traverse City GT Pie Co. and riding for about an hour up the bay and into Leelanau County. The reward for this is a free slice of pie when you return. Lots of fun for all. So we will be in full Einstein costume for the Cruiser Classic...riding for pie!"

Cruiser Classic events of years past have delivered solid silliness in its fun-filled, costume extravaganza. The fun begins at 4:35 pm, and 15 teams (4 persons per team) assemble on the Old Town Crit course and race a relay of 4 total laps on cruiser bikes. Each bike is required to have a basket, and Cruiser Classic sponsor Jolly Pumpkin provides baskets at the start.

Speaking of pie, NEW to Cherry-Roubaix this year is the Cherry-Roubaix Pie created by Grand Traverse Pie Company for Cherry-Roubaix. In a one-of-a-kind recipe developed especially for Cherry-Roubaix, the flavors of cherry, blueberry and peach satisfy pie lovers in this signature treat. Pies are available August 10-14 in Grand Traverse Pie Co. Traverse City stores, and \$5 of each pie sold will be donated to Grand Traverse Children's Advocacy Center, a new entity dedicated to ending child sexual and physical abuse in the Traverse area community.

Register, view past photos and learn details about the 4th Annual Cherry-Roubaix Cruiser Classic here: http://www.cherry-roubaix.com/cruiser_classic.php.

The three day Cherry-Roubaix in the shoreline beach communities of Traverse City, Old Mission Peninsula and Leelanau County continues to gain momentum and national attention as a cycling destination and family vacation value. The 4th Annual Cherry-Roubaix, August 12-14 in Traverse City, includes Downtown Sprints, a Charity Ride from downtown Traverse City out Old Mission Peninsula to benefit Munson Women's Cancer Fund, Old Town Criterium, Kids Fun Ride, Cruiser Classic and the State Championship Road Race in adjacent Leelanau Peninsula. Cherry-Roubaix is also the proud anchor event of the Third Coast Bike Festival.

Find maps, registration information, a downloadable media kit and Cherry-Roubaix updates at <http://www.cherry-roubaix.com> or call John Sohacki, Event Director at 231-342-2003, email: john@cherry-roubaix.com

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