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**Cherry-Roubaix**

Traverse City, Michigan  
August 12th - 14th 2011

MICHIGAN STATE  
CHAMPIONSHIP  
ROAD RACE



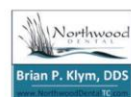
Crit



Sprints



Road



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## **Cherry-Roubaix Resort Hometown Carves Family Vacation Value Into Michigan State Cycling Championship**

TRAVERSE CITY, MI — Cherry-Roubaix, presented by Garan Lucow Miller, P.C. doubles the excitement and value for participants and families when the 4th Annual Cherry-Roubaix delivers the State Road Race Championship race for 2011 and 2012 by the Michigan Bike Race Association in conjunction with USA Cycling, Inc.

"We are very excited to have awarded the state championship road race to the Cherry-Roubaix event," said Joe Lekovish, director of the Michigan Bicycle Racing Association. "The Cherry-Roubaix has continued to grow into a popular event in Traverse City and the surrounding area, and now, to have the Michigan State Road Race Championships as part of this event brings it to another level."

The Grand Traverse area is a popular cycling destination as well as an amazing place for vacation value. All ages find opportunities to participate or take a break from fast-paced Cherry-Roubaix action. Relax on miles of pristine beaches, take a wine tour across Leelanau or Old Mission Peninsula, enjoy time at a ball game, climb the sand dunes or unwind in a charming movie theater after spending a few hours shopping and dining in quaint downtown Traverse City.

Professional and father of two, David Couch of Grand Rapids agrees. "My family and I attended and participated in the Traverse City Cherry-Roubaix weekend festivities for the first time in 2010. As soon as the date for 2011 was announced, we made our reservations to return again. What a wonderful event for all. Our fun began on Friday night watching the racers compete in a sprint event and then continued throughout the weekend as we saw the Charity Ride embark from our hotel on Saturday morning and then cheered on the Criterium racers on Saturday afternoon. Our two sons, ages 8 and 6, also participated in the Kids Fun Ride and had a blast especially loving that the announcers who were calling the Criterium races announced the kids races as well, making them feel like pro racers. The location of the events in the immediate downtown area also made it so easy to enjoy the restaurants, shops, and other events that Traverse City has to offer."

Cherry-Roubaix series is a three-day weekend event. The State Championship Road Race is on Sunday, August 14. The championship course begins and ends high atop Sugarloaf Resort in Cedar, Michigan.

The weekend begins with evening Sprints on Friday, August 12 at Traverse City's Friday Night Live, and the excitement continues on Saturday, August 13 with a rip-roaring full day of cycling. Early morning cyclists of all levels may participate in the Cherry-Roubaix Charity Ride to Benefit Munson Women's Cancer Fund followed by the high-energy Cherry-Roubaix Old Town Criterium. The criterium thrills spectators as racers explode into a one-mile course through the streets of Traverse City. Simultaneously with the Old Town Crit, the Kids Fun Ride and Cruiser Classic mix up the action for all to enjoy.

The weekend crescendos in Leelanau County on Sunday, August 14 at the launch of the Michigan State Road Race Championship, the demanding race to determine the best of the best in Michigan. Hills and turns of the old 1980's State Road Race course unforgivingly challenge and test racers from around the state. Three days of Cherry-Roubaix events across the resort landscape of the Traverse City area satisfy cycling fans of all ages, from families looking for a fun, northern Michigan getaway to die-hard professional and amateur racers seeking incredible races in a supportive cycling community.

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

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