



Contact: McLain Cycle
Tel: (231) 941-8855
Cell: (231) 357-3107
Email: info@cherry-roubaix.com

FOR IMMEDIATE RELEASE

3RD ANNUAL 2010 CHERRY-ROUBAIX BIKE RACE SERIES **Presented by Garan Lucow & Miller PC**

Traverse City, Mich. – The Cherry-Roubaix Criterium and Road Race series is back! This year the events will offer over \$19,000 in cash and prizes! The series runs from Friday, August 27th thru Sunday, August 29th.

Two new events will be offered this year. Kicking off the weekend, will be the Downtown Sprints, the evening of Friday, August 27th. This race will display the fast and furious riders as they sprint right through downtown for one city block during Friday Night Live. The finish line is on Front Street and the racers will be competing to win two big screen TV's donated by Max's Service. There will also be a Fixed Gear category which will put these riders in contention to win a brand new "Specialized Roll" fixed gear bike donated by McLain's Cycle and Specialized.

Cherry-Roubaix is also introducing the first annual Charity Ride on the azure ensconced Old Mission Peninsula. The Munson Women's Cancer Fund will be the focus for this year's ride which will be held on Saturday, August 28th and will start at the Park Place Hotel. This will be a "friendly" ride that offers all levels of cyclists the opportunity to participate in a dedicated route of 20 or 40 miles. Riders will enjoy the beautiful scenery of Old Mission. All riders will be lured to take respite under the pines on stately veranda of the Bowers Harbor Inn. Jolly Pumpkin will offer breakfast treats at this historic setting. This ride starts early Saturday morning at the Park Place Hotel and will finish in time to watch the start of the criterium. The goals of the Charity Ride are to promote a fun riding environment and most importantly raising money for a great cause.

The Criterium Race at noon on Saturday, August 28th, will put riders on a closed course that will twist through the city streets and neighborhoods of Old Town Traverse City. This event is the perfect spectator sport as it offers a front seat to watch the cyclists roar by in close range. The excitement comes with watching the technical abilities of the riders as they sprint for prizes and fly around tight corners. Also this year, during the criterium, Cherry-Roubaix will be offering the Kids Fun Ride as well as the Commuter Classic Relay. The Kids Fun Ride will start at 3:15 pm and registration is free. Children must be registered by 2 pm on Saturday, August 28th. This ride offers children a healthy way to have fun and promote cycling for future races. The hilarious Cruiser Classic will consist of 4 person relay teams working together, passing cherry pies on their cruiser bikes, to win the first place prize often in costume or on a themed team!-

Closing out the weekend at 8:30am Sunday, August 29th is the Cherry-Roubaix Road Race. Start-finish line is high atop Sugar Loaf Resort and will take racers through the same gear-shifting, lung-splitting, quad burning, 12-mile (loop course) used for the Michigan State Road Race in the late 1980's. This course winds through the most scenic and thrilling portions of Leelanau.

For more information on details of this event whether you plan to spectate, volunteer, or participate please visit www.cherry-roubaix.com. Contact: McLain Cycle (231) 941-8855.

