



Cherry-Roubaix
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News Release

FOR IMMEDIATE RELEASE

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**Cherry-Roubaix is awarded the Michigan State Road Race
Championship for 2011 and 2012**

TRAVERSE CITY, MI — Cherry-Roubaix, presented by Garan Lucow Miller, P.C, is thrilled to announce that the 4th Annual Cherry-Roubaix is designated as the State Road Race Championship race for 2011 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 Lekovich, 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.

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

The weekend begins with evening Sprints on Friday, August 12th at Traverse City's Friday Night Live; the excitement continues on Saturday, August 13th with a rip-roaring full day of cycling. Early morning cyclists of all levels may participate in the Cherry-Roubaix Charity Ride benefiting the Munson Healthcare Women's Cancer Fund. At noon the Cherry-Roubaix Old Town Criterium will explode into action. The criterium is a spectators delight as racers careen around a one mile course through the streets of Traverse City while other fun events such as the Kids Ride and Cruiser Classic get mixed in for all to enjoy.

Ultimately on Sunday, August 14th, the weekend comes to a crescendo in Leelanau County as the whistle begins the Michigan State Road Race Championship. This demanding race determines the best of the best in Michigan. The hills and turns of the of the old 1980's State Road Race course are unforgettable and challenging and as such, is being brought back to host and test racers from around the state. Cherry-Roubaix is truly an event for everyone; professional and **amateur** racers, cycling enthusiasts, volunteers and fans of all ages.

For more information and to register online, go to www.cherry-roubaix.com.

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NOTE to Media: Images are oftentimes available upon request by e-mailing Tim Barrons at tim@byte-productions.com and stating preferences for resolution (300 dpi?), file format (.tif? .jpg?) and file size (1MB or less?). Or, phone (231)946-2983 ext 402.

Cherry-Roubaix is (applied) a 501(c)3 non-profit group whose purpose is to support the promotion of athleticism, healthy lifestyles, community and youth through cycling events in lower northwest Michigan.