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# Cherry-Roubaix

## August 12th - 14th

MICHIGAN STATE  
CHAMPIONSHIP  
ROAD RACE



Crit



Sprints



Road

# 2011 Media Kit

Race - Ride - View - Volunteer

[www.cherry-roubaix.com](http://www.cherry-roubaix.com)  
231-941-8855  
[media@cherry-roubaix.com](mailto:media@cherry-roubaix.com)

# RACE

## **Sprints - Friday, August 12th - 6:00pm**

There will be drag race-style sprints downtown at Friday Night Live. The sprints are short, fast and fun to watch finishing on Front Street and Cass downtown. Categories include Women, Men, Junior and Fixed Gear. Great prizes, an announcing stage, celebrity cyclists and excitement of the crowd round out this popular event.  
[www.cherry-roubaix.com/sprints](http://www.cherry-roubaix.com/sprints)

## **Crit - Saturday, August 13th - 11:30am**

The Old Town Crit - an afternoon criterium Saturday, August 13th through the streets of old town Traverse City! Imagine the thrill of a criterium race roaring down historic streets in the heart of Traverse City... like a traditional European race, the course passes over a short section of cobblestone!  
[www.cherry-roubaix.com/crit.php](http://www.cherry-roubaix.com/crit.php)

## **Road Race - Sunday, August 14 8:35am**

The Cherry-Roubaix Road Race is the Michigan State Championship Road race for 2011 and 2012. The race will be held Sunday, August 14th on an altered version of the course used for the late 80s Michigan State Road Race. The start-finish line is high atop Sugar Loaf Resort, ensuring spectators a spectacular view of the race.  
[www.cherry-roubaix.com/roadrace.php](http://www.cherry-roubaix.com/roadrace.php)

# RIDE

## **Charity Ride - Saturday, August 13th - 8:30**

Charity Ride Saturday, August 13 8:30am  
On Saturday morning, August 13 at 8:30am, a fund raiser ride benefits the Munson Women's Cancer Fund. The Charity Ride takes place on Old Mission Peninsula, Traverse City and offers 20 or 43-mile routes.  
<http://www.cherry-roubaix.com/charityride/>

## **Kids Fun Ride - Saturday, August 13 3:55pm**

The Kids Fun Ride is a blast for both adults and children. It offers children a healthy way to have fun and promote cycling for future racers. Kids Fun Ride registration is FREE. There will be 2 heats depending on the age.

## **Cruiser Classic - Saturday, August 13 5:00pm**

The Cruiser Classic is a fun-filled, costume extravaganza for 4-person teams...and oh yeah, a race! The racers complete a total of 4 laps on the crit course riding cruiser bikes. Each bike is required to have a basket and costumes are encouraged!



# VIEW

The Cherry-Roubaix event weekend provides great race-side spectating for cycling fans of all ages. Traverse City is a popular, natural vacation destination and family getaway. Experience the laid-back resort lifestyle of sandy northern Michigan shorelines, and feel the outdoor excitement of national athletic competition.

Up-to-date partner lodging and destination information available at: [www.cherry-roubaix.com/accommodations.php](http://www.cherry-roubaix.com/accommodations.php)

# VISIT

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.

For more information on Traverse City as a vacation destination visit the Traverse City Michigan Visitors Bureau web stie: <http://www.traversecity.com>



*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' race. They had a blast and especially loved 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.*



David Couch

# VOLUNTEER

Join us as a volunteer this year! The Traverse City Cherry-Roubaix once again will host the Downtown Sprints during Friday Night Live. In addition, the Old Town Criterium is back with a course winding through the streets and neighborhoods of Old Town, there will be a Cruiser Classic Relay, Kids Race, and of course the Road Race on Sunday. And no experience necessary (but must love wearing FREE Cherry-Roubaix gear and FREE random prize drawings!)

Details at <http://www.cherry-roubaix.com/volunteer>



# DOWNTOWN SPRINTS

Kicking off the weekend, the Downtown Sprints, excite the evening of Friday, August 12th. This race will display the fast and furious riders as they sprint right through downtown for one Traverse City block during Friday Night Live. The finish line is on Front Street and the racers will be competing to win three big screen TV's donated by Max's Service.

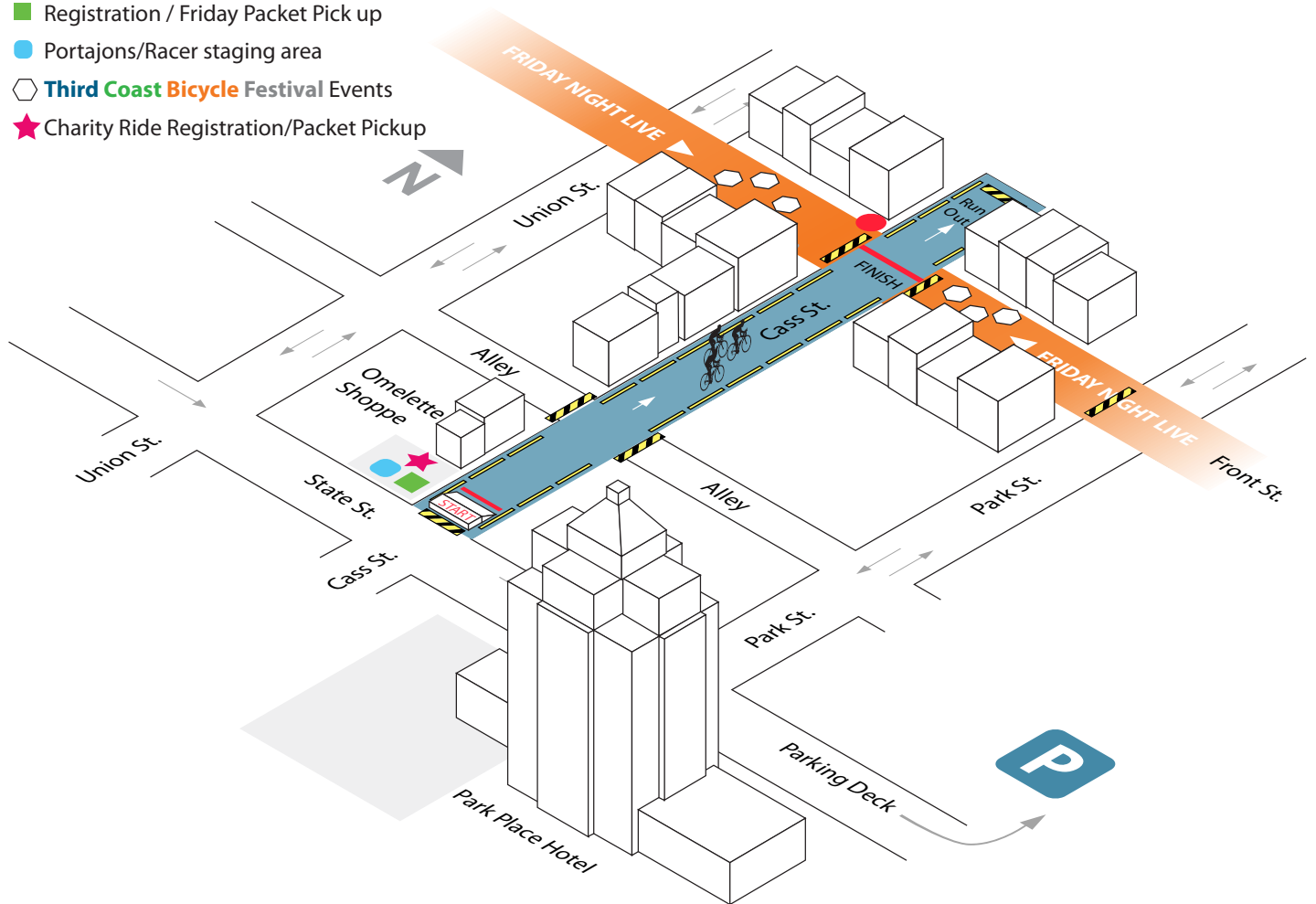
[www.cherry-roubaix.com/sprints.php](http://www.cherry-roubaix.com/sprints.php)



[www.cherry-roubaix.com](http://www.cherry-roubaix.com)

## Sprint Map

- Results/Awards Stage
- Registration / Friday Packet Pick up
- Portajons/Racer staging area
- ⬡ Third Coast Bicycle Festival Events
- ★ Charity Ride Registration/Package Pickup



### Online Registration:

<http://events.bytepro.net/register/event/id/6>

Contact info for Sprints

Tim Barrons

231-946-2983 ext 202

tim@cherry-roubaix.com

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[www.cherry-roubaix.com](http://www.cherry-roubaix.com)

# Old Town Criterium

The Criterium Race at noon on Saturday, August 28th, puts 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 Cruiser 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!



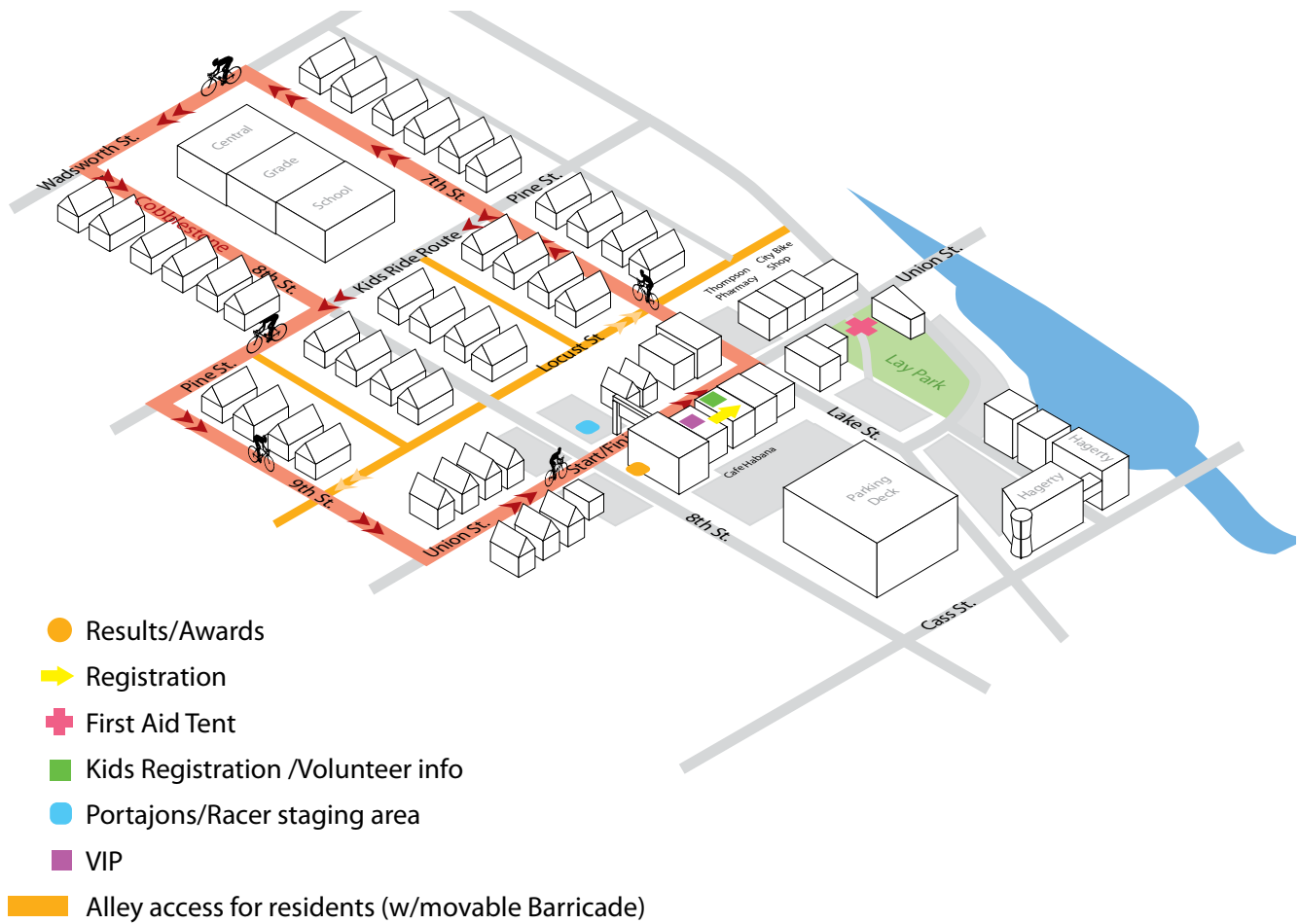
## Cruiser Classic



## Kids Ride



## Crit Map



[www.cherry-roubaix.com/crit.php](http://www.cherry-roubaix.com/crit.php)

### Online Registration:

<http://events.bytepro.net/register/event/id/6>

Contact info for Crit  
 Bob McLain 231-941-8855  
 bob@cherry-roubaix.com



[www.cherry-roubaix.com](http://www.cherry-roubaix.com)

# State Championship Road Race

The Cherry-Roubaix Road Race closes out the weekend at 8:35 on Sunday morning in Cedar MI. Start-finish line is downtown Cedar and takes racers through the same gear-shifting, lung-splitting, quad burning, now 15-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 must see Leelanau.

“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 the Cherry-Roubaix to another level.”







## Road Race Map



[www.cherry-roubaix.com/road.php](http://www.cherry-roubaix.com/road.php)

**Online Registration:**  
<http://events.bytepro.net/register/event/id/6>

Contact info for Crit  
Bob McLain  
231-941-8855  
[bob@cherry-roubaix.com](mailto:bob@cherry-roubaix.com)



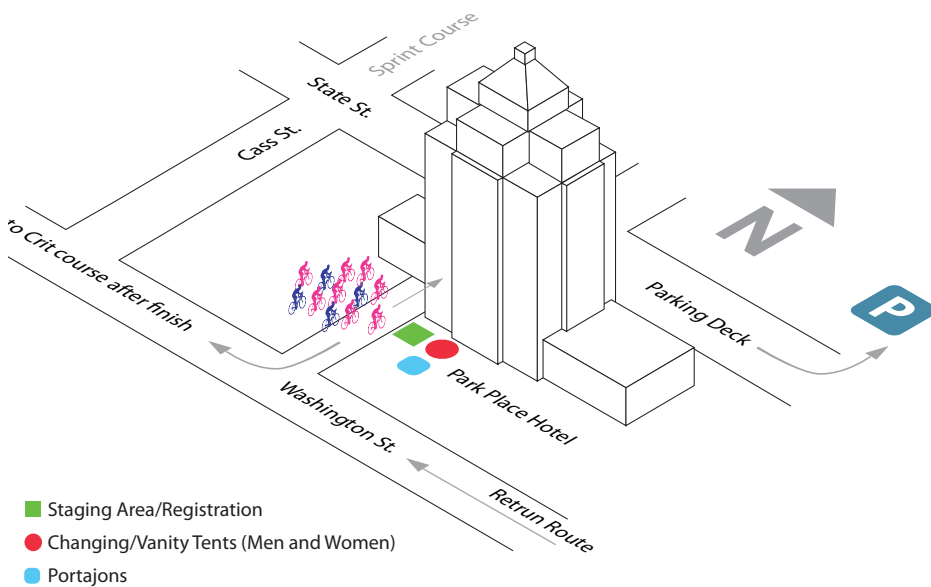
# Charity Ride

Cherry-Roubaix is not just for road racers. We also welcome the recreational cyclists to join us for the second annual Charity Ride on Old Mission Peninsula. The Munson Women's Cancer Fund benefits from this year's ride on Saturday, August 28th. 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 Peninsula. All riders will be lured to take respite under the pines on the stately veranda of the Bowers Harbor Inn, and Jolly Pumpkin will offer breakfast treats at this historic setting. This ride starts early Saturday morning, downtown Traverse City 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 raise money for The Munson Women's Cancer Fund.





**Charity Ride Maps**



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[www.cherry-roubaix.com/charityride](http://www.cherry-roubaix.com/charityride)

**Online Registration:**  
<http://events.bytepro.net/register/event/id/6>

Contact info for Charity Ride  
**Jean Peters**  
 231-649-6600  
[jean@cherry-roubaix.com](mailto:jean@cherry-roubaix.com)

[www.cherry-roubaix.com](http://www.cherry-roubaix.com)

# KIDS FUN RIDE

Take a break from all the racing action and participate in the The Kids Fun Ride! This event is a blast for both adults and children. It offers children a a healthy way to have fun and promote cycling for future racers. Kids Fun Ride registration is FREE. Kids ages 4-6, will do a short (1/2 lap), and kids ages 7-12 get to do a full lap on the on the crit course.



# The Cruiser Classic

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-winners often compete or represent a team with a theme.

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*"I love the race atmosphere. The criterium and road race are both fun to watch because you see the racers come around several times (making for good photo opportunities too). There are opportunities to volunteer and give back something to our local cycling community. I loved the addition of the charity ride last year. I was able to get my 40 mile ride in, support a good cause, and be back in time to see my husband and son race"*

Jody Hofstra  
Traverse City

# COORDINATORS / CONTACT PAGE

## **Bob McLain - Race Director**

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bob@cherry-roubaix.com



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## **Jean Peters - Technical Director**

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## **John Sohacki - Event Director**

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## **Tim Barrons - Media Director**

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tim@cherry-roubaix.com



# OUR SPONSORS

## Presenting Sponsor of the Cherry-Roubaix

Garan Lucow Miller, P.C., title sponsor of the Cherry-Roubaix bicycle race in Traverse City, Michigan, is pleased to announce that Cherry-Roubaix will host the Michigan State Road Race Championship in 2011 and 2012.

Cherry-Roubaix is actually a series of bicycle races, taking place over a three day period. The first day is devoted to a sprints competition in downtown Traverse City; the second day to criterium races, also in downtown Traverse City; and the third day is dedicated to a road race, which in 2011 and 2012 will crown the Michigan State Champion. The 2011 races are scheduled to take place on August 12, 13 and 14, 2011, and will also kick off Traverse City's annual Third Coast Bicycle Festival and a charity ride benefitting the Munson Healthcare Women's Cancer Fund.

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"We're very excited at the opportunity to do this for the community," says Peter Worden, a senior partner with Garan Lucow Miller, P.C. who works out of the Firm's Traverse City office and oversees its involvement in the Cherry-Roubaix race. This event brings a lot of people to town and brings business to the area hotels, shops and restaurants. And being involved in a state-wide event really gives us a chance to showcase our regional presence as a law firm, with offices throughout the state and now in Indiana."

If you have any questions about Cherry-Roubaix and Garan Lucow Miller, P.C.'s involvement in it, please contact Peter Worden at the Firm's Traverse City office, (231)941- 1611 or via email at [Pworden@GaranLucow.com](mailto:Pworden@GaranLucow.com).

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