



***THE WORLD'S BEST CYCLISTS
ARE COMING TO YOUR NEIGHBORHOOD!
SUNDAY AUGUST 28, 2011***

***USA PRO CYCLING CHALLENGE TO FINISH IN DENVER
Free City Celebration to Greet World's Top Riders
Will Be at the State Capitol Finish Line***

The exciting conclusion to the first USA Pro Cycling Challenge, the most grueling bike race in American history, will take place on August 28, 2011 with a free party at Denver's Civic Center Park. The seven-day, 500-mile race across Colorado's Rocky Mountains will end with national television coverage on NBC and an estimated crowd of 50,000. Competing in the race are some of the top professional cyclists in the world, including former and current world champions, current national champions; and 2011 Tour de France winner Cadel Evans plus his podium mates Andy and Frank Schleck.

The race will end with six loops around Civic Center Park, a green oasis in the heart of Downtown Denver. Spectators will cheer from a free party in the center of the park, while racers zoom by around them. Festivities will begin at 10 am with concerts by local and national bands, a gourmet food truck "roundup," beer booths, bicycle demonstrations, exclusive race-day merchandise, and family fun. Riders are expected to cross the finish line at approximately 1:30 pm on Broadway directly in front of the gold-plated dome of the Colorado State Capitol, with an awards ceremony immediately after.

Visitors are encouraged to be green and access Civic Center Park by riding light rail or buses to Downtown, and some buses will be running special detour routes to help accommodate the event. Please check with RTD on schedules prior to planning your trip. There will also be valet and bike parking available, and vehicle parking options include plenty of off-street garages and lots, as well as free metered parking on the street. Bike parking will be located at the Wellington Webb Building.

Rolling closures will help minimize the impact on traffic along the course from 32nd Avenue and Sheridan Boulevard to 29th Avenue; along 29th to Speer Boulevard; and Speer to Lawrence Street. Streets will be closed to traffic approximately 20 minutes before the cyclists arrive and will re-open only minutes after the final cyclist passes through, an estimated 30 minutes in total. Traffic crossing the closed streets will be permitted up until five minutes before the cyclists are expected to pass through.

The athletes will be making six loops on a circuit that encompasses Speer and Colfax Avenue (see attached map), continuing through downtown across the finish line and those streets will be closed to non-race traffic for approximately five (5) hours. In preparation for the Civic Center Park event the streets will close at 8:00 am on Saturday the 27th and will re-open after the event Sunday at 10 pm. Streets include - 14th Ave. from Cherokee to Lincoln, Bannock from Colfax to 13th Ave. and Broadway from Colfax to 13th Ave.

Traffic from I-25 will be able to access Downtown during the race by using Auraria Parkway, 20th Street or Park Avenue West exits.

See map on back for details about the course and the expected timing of the peloton.

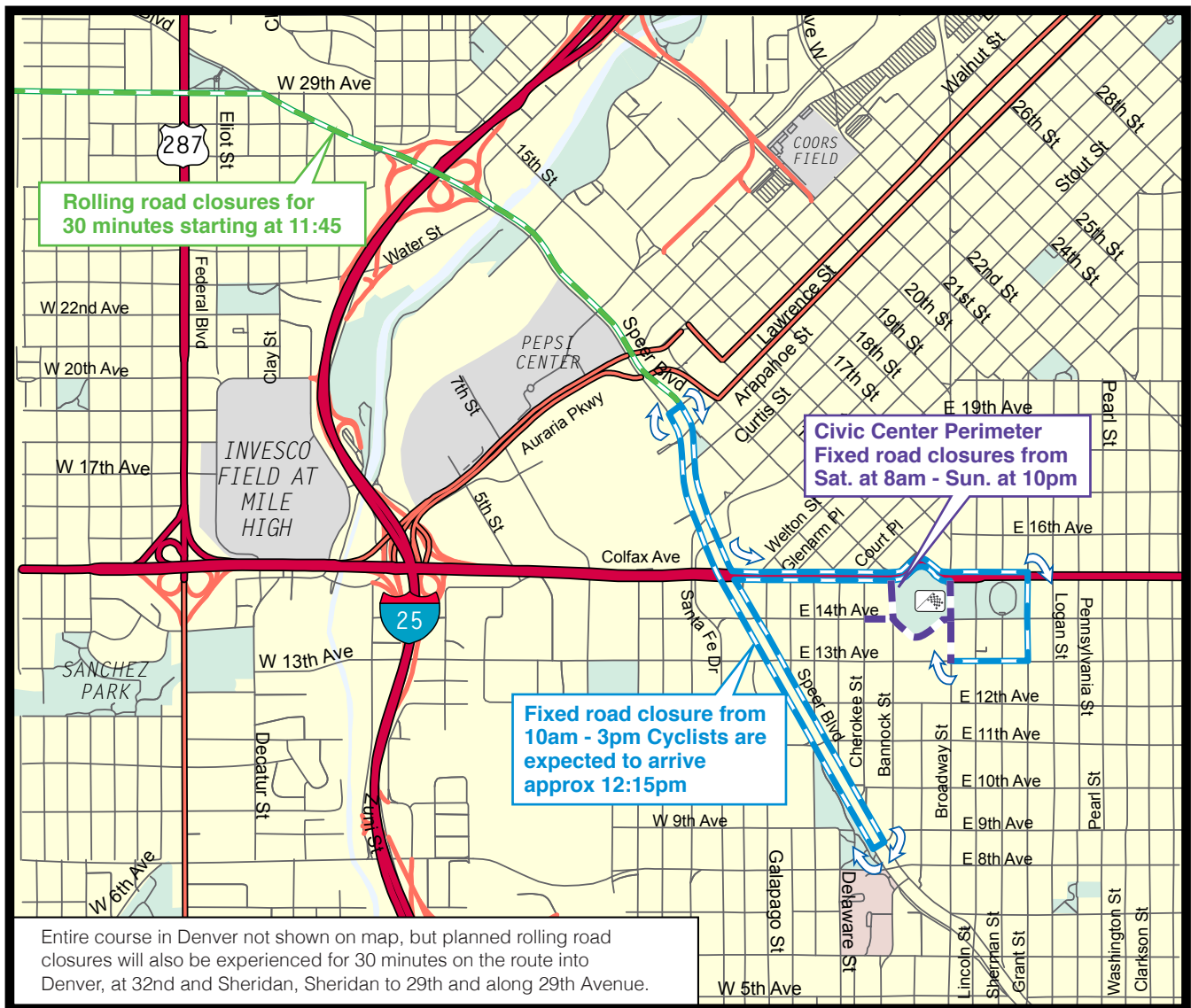
USA PRO CYCLING CHALLENGE - STAGE 6 / DENVER FINISH CIRCUIT

Expected Road Closures, Sunday, August 28, 2011

The USA Pro Cycling Challenge is a major event coming to Denver on August 28. This event will bring world-wide attention to Denver and the state of Colorado, and has direct economic impact because of the jobs created and the visitors drawn to the Mile High City.

We recognize that road closures might impact your daily activities on this day, and we have taken great care to minimize the impact and inconvenience you will experience.

Below is a map that indicates street closure locations and times on Sunday, August 28.



Road closures on August 28 in Denver will include:

- Off-ramps closed at I-25 and Speer Boulevard (12 pm – 1 pm);
- Colfax Avenue closed from Logan to Kalamath streets (10 am – 3 pm) ;
- Delays are expected on I-25 in both directions (12 pm – 1 pm);
- North south access to Auraria parkway from Market and Larimer Streets will be affected during the 30 minute race period only.

Additional details and suggested alternate routes are available at www.usaprocyclingchallenge.com and www.cotrip.org.

We thank you for your support and are grateful for the opportunity to bring world-class cycling to Denver.