

FOR IMMEDIATE RELEASE

San Luis Obispo Downtown Criterium on July 20 Dresses Up for “Deux Run Run Dash” and “Pedal to the People Fundraiser”

SAN LUIS OBISPO, CA (June 16, 2008) – As if top cyclists racing through the streets of downtown weren't enough of a draw, The San Luis Obispo Downtown Criterium Classic on July 20 celebrates community with the “Deux Run Run Dash,” featuring costumed participants in a carnival-like atmosphere, and the “Pedal to the People” fundraiser on the Saturday night prior to race day.

The Deux Run Run Dash

The Deux Run Run Dash, benefiting the SLO County Chapter of Special Olympics, invites the entire community to dress up and join hundreds of costumed participants, families, weekend runners and people just out for a stroll. The run starts at high noon for a two-lap stroll around the race circuit (approximately two miles) while cheered by hundreds of spectators. Participants are encouraged to form teams and create a theme for costumes- Prizes will be awarded for best costumes from local businesses. The cost is minimum \$25 donation to the Special Olympics. Interested parties may sign up at <http://www.firstgiving.com/sosc>.



“Each year through Special Olympics San Luis Obispo County, hundreds of volunteers give their time and talents to create unforgettable memories for athletes,” said Michael Lara, area sports manager for the Special Olympics. The Deux Run Run gives the community an opportunity to help raise money for San Luis Obispo County programs. “We are grateful to be working with the SLO Downtown Criterium Cycling Festival. It’s synergistic.”



Pedal to the People Forum

Cycling enthusiasts won't want to miss SLO County Bicycle Coalition Annual “Pedal to the People” Fundraiser. Two-time Olympian, former Lance Armstrong teammate, and National Road Race Champion Bob Mionske will be the keynote speaker at this benefit for the Bicycle Coalition on Saturday, July 19, from 5 to 9:30 p.m.

Mionske, who is also an attorney and a columnist for cycling industry's VeloNews magazine, recently authored, *Bicycling and the Law*. He'll share some great stories about riding with Armstrong, the exciting life of a pro cyclist, and cycling rights. He will also answer questions and sign books.

Enjoy delicious local restaurant fare, a beer and wine bar, a silent auction featuring John Landon's 2008 SLO Downtown Criterium artwork, raffle prizes, and live music by local band Impromptu. The forum takes place at the Ludwick Community Center, 864 Santa Rosa Street in San Luis Obispo. Tickets are \$50 per person for the general public, \$40 for

Coalition members and Criterium racers. To register go to <http://www.slobikelane.org/pedaltothepeople>.

About the San Luis Obispo Downtown Criterium Classic

Presented by the Real Estate Company, the San Luis Obispo Downtown Criterium Classic features circuit races throughout the day on July 20, from 7am to 5pm. The circuit starts and finishes on Garden and Higuera Streets and travels clockwise on Higuera, Broad and Monterey Streets with the famous dash through Mission Plaza before turning onto Osos Street and finishing with a right turn back onto Higuera.

Among the day-long races and events, a downtown community celebration will welcome enthusiasts of all ages with attractions that transform downtown into a festival celebrating bikes, community, sustainability and fun.

In addition to the Real Estate Company sponsors and supporters include Art's Cyclery, Foothill Cyclery, CBO, Orange Guy Fencing and Truss, Fluid Recovery Drink, New Belgium Brewing Company, SLO County Regional Rideshare Agency, REC Solar, Voler Team Apparel, Main Street Cycles, Time Sport USA, SLO Bicycle Club, Cygnet Scada, Chamblin Landes Construction, Lezyne, SLO Nexus Cycling Club, Williams Cycling Wheels and Dude Girl Cycling Gear.

To register for the event or for more information, please visit the official event website at www.cencalcycling.com. For event information, contact Shaba Mohseni at (805) 546-8077, shaba@cencalcycling.com. Editors may also contact On the Horizon Communications at (805) 773-1000, holly@thepressroom.com.