



## FACT SHEET

### San Luis Obispo Downtown Criterium Classic and Cycling Festival 2008

Ph: (805) 546-8077; [shaba@cencalcycling.com](mailto:shaba@cencalcycling.com) [www.cencalcycling.com](http://www.cencalcycling.com),

- WHAT:** The popular Criterium Cycling Race features professional and amateur racers competing in a challenging short circuit course, just shy of a mile. In addition to the day-long races, a downtown festival will feature activities including live music, the Thrive iNteractive Health and Wellness area, a “Gearing Up for School” Bike Town for Kids, and a free Bike Valet Parking Service. 500 racers and 3,000 spectators are expected.
- WHERE:** Downtown San Luis Obispo, CA, will be transformed into a cycling Mecca, with thousands of fans lining the streets to cheer on their favorite competitor. A premier destination for professional cycling events, San Luis Obispo is also a regular stop on the Amgen Tour of California each February.
- WHEN:** Races will be held from 7am to 5pm, Sunday July 20, 2008, with the festival taking place concurrently.
- HISTORY:** Over the past few decades, downtown San Luis Obispo has been home the “San Luis Obispo Criterium.” The last of these events was held in 2001, before being revived in 2007. The race hosted several notable competitors in the 70s and 80s, including U.S. Postal Team’s Lance Armstrong and teammates; Bob Roll, cycling commentator for Versus TV, and Davis Phinney, the first American on an American team to win a stage at the Tour de France in 1986.

#### RACE DETAILS:

- Over **\$6000** in cash will be rewarded to top racers throughout the day
- Race categories include **Open, Elite, Masters, and Pro**, all under United States Cycling Federation (USCF) provisions and sanctions. Public and children’s ride sessions will be held at mid-day
- The race circuit **starts and finishes on Garden and Higuera Streets**, traveling clockwise on Higuera, Broad, Monterey Streets, with the famous dash through Mission Plaza before turning onto Osos Street and finishing with a right turn back onto Higuera

#### ABOUT

**CRITERIUMS:** A criterium is held on a short course, usually less than 5 km, and often run on closed-off city centre streets. The length of the race is determined by the number of laps or a total time. Generally the event's hour-long duration (per category) is shorter than that of a traditional road race, though the average speed and intensity are appreciably higher. Success in criteriums requires a mix of good technical skills - the ability to corner rapidly and sharply and ride safely with a large group, and exceptional fitness to attack other riders and repeatedly accelerate hard from corners.

**2007 Results:** Men’s Pro Winners –  
Women’s Pro Winners -

**2008 Racers:** Racers from throughout California, Arizona, Nevada, Oregon and other parts of the Western U.S.

**SPONSORS:** Foothill Cyclery, SLO Regional Rideshare Agency, SLO Bicycle Club, Cygnet Scada, Chamblin-Landes Construction and Affinity Chiropractic, along with the following contributors: New Belgium Brewing Company, REC Solar, Inc., Williams Cycling Wheels, Lezyne Bicycle Products Fluid Recovery Drink and Dude Girl Cycling Gear.

**KEY EXECUTIVES:** Shaba Mohseni – Marketing, Promotions and Sponsorship (Nimble Creative)  
Yishai Horowitz – Operations and Logistics Planning (Nimble Creative)