



The 4th Annual 2011

Cherry-Roubaix

Are we there yet?"

Race. Ride. Visit. Volunteer.



Love the Tour de France? Cherry-Roubaix Improves Michigan State Cycling Championship Course to Best Satisfy Participants, Fans and Family Spectators

TRAVERSE CITY, MI, July 20, 2011 — In a grand finale powered by the Michigan Bike Race Association in conjunction with USA Cycling, Inc., the 4th Annual Cherry-Roubaix, presented August 12-14 by Garan, Lucow, Miller, P.C. delivers fresh excitement and downtown curb appeal on August 14 for participants and spectators in a recently announced, improved 2011 State Road Race Championship course. Improvements still include much of the original course which served as the state road race in the 1980s. View the details and current Michigan State Road Race Championship course here: http://www.cherry-roubaix.com/road_race.php.

Racer benefits of the improved Michigan State Road Race Championship course include a longer 15.5 mile loop and the addition of Sullivan Road with its long, gradual climb and a kick at the top. Of course, the ease for spectators to view and support the racers gives the State Road Race Championship another great advantage.

"The conveniences that go along with a downtown Cedar start and finish will really be great for fans of elite cycling to feel the energy and action of quality competition in Leelanau County. Cherry-Roubaix delivers the local single-day version of the Tour de France right here in our own Michigan backyard," offers Traverse City cyclist and family man Jimmy McKenna. "Locally we have two teams that will be racing, Einstein racing and Hagerty, who hopefully both will do well with local support. Michigan families are excited see our own Tour de France!"

Cherry-Roubaix Board Member and Media Director, Tim Barrons, agrees. "Another bonus in bringing the State Road Race Championship to such an accessible setting is that whole families – school kids to grandparents - enjoy country town conveniences of shops and friendly shop-owners to charm and feed spectators and offer a place to cool off. In addition, the racers will get to experience more audience support throughout their championship challenge. It's a real win-win for both contenders and spectators."

The three day Cherry-Roubaix in the shoreline beach communities of Traverse City, Old Mission Peninsula and Leelanau County continues to gain momentum and national attention as a cycling destination and family vacation value. The 4th Annual Cherry-Roubaix, August 12-14 in Traverse City, includes Downtown Sprints, a Charity Ride from downtown Traverse City out Old Mission Peninsula to benefit Munson Women's Cancer Fund, Old Town Criterium, Kids Fun Ride, Cruiser Classic and the State Championship Road Race in adjacent Leelanau Peninsula. Cherry-Roubaix is also the proud anchor event of the Third Coast Bike Festival.



NEW to the Michigan State Road Race Championship is the State Championship jersey (pictured above) introduced this year by Cherry-Roubaix. Only winners of State Championship categories will earn a Michigan State Road Race Championship jersey along with their championship bragging rights. Details about the Michigan State Road Race Championship as part of Cherry-Roubaix will be available and updated regularly on the Cherry-Roubaix web site: http://www.cherry-roubaix.com/road_race.php

Find maps, registration information, a downloadable media kit and Cherry-Roubaix updates at <http://www.cherry-roubaix.com> or call John Sohacki, Event Director at 231-342-2003, email: john@cherry-roubaix.com. Be a part of the Cherry-Roubaix discussion and LIKE us on Facebook: www.facebook.com/cherryroubaix.

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