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MAJOR EVENT SIGNIFIES RETURN OF SPORTS TOURISM

DCVB and Village of Lombard invest in Lombard Cycling Classic — part of the Intelligentsia Cup Series — to bring visitors and economic return to DuPage County.

LOMBARD, IL — A month after the state of Illinois lifted COVID-19 mitigation protocols, amateur sports will already make its return, as amateur and professional cyclists participate in the nine-day Intelligentsia Cup Series taking place July 16-25, 2021, with three of its nine days of racing in DuPage County: Glen Ellyn (July 17), Winfield (July 18), and Lombard (July 20). Following months of uncertainty and consultation with health officials and local organizing committees, commitments were made to move forward with the large-scale event, representing its significance to local businesses and momentum for economic recovery alongside its importance to the cycling community.

For almost a decade, Intelligentsia Cup has been an established and popular event in the Chicago area, regularly welcoming upwards of a 1,000 racers representing as many as 38 states and 12 foreign countries. Each of Intelligentsia's venues includes exciting racing complemented by healthy and fun family activities as well as food and beverage from local vendors. For the safety of participants, spectators, volunteers, staff and residents of the communities, the 2020 event was cancelled due to precautions surrounding the COVID-19 pandemic. Bringing the 2021 event to fruition was a monumental task, requiring early decision making, greater detail in planning, and secure investment.

"As the local organizing committee, we had to make a decision in partnership with the Village of Lombard about whether we could make the 2021 Lombard Cycling Classic happen," said DuPage Convention & Visitors Bureau (DCVB) Executive Director Beth Marchetti. "Our role in recovery has been to consider where we can serve residents and businesses in this new operating model of destination development in alignment with safety. Roads converged with the Lombard Cycling Classic — an outside, summer event with local reach. We are thrilled to see this all come to fruition."

The Lombard Cycling Classic joined the Intelligentsia Cup series in 2019 and looks to build upon its success in 2021. Located in the downtown area, the course offers an exciting criterium featuring both a narrow and technical back side along Michael McGuire Drive, as well as a wide-open sprint finish stretch on St. Charles Road, and a start/finish line near local businesses on Park Avenue. The full-day event runs from 10am to 8:15pm. Truly a community event, families are encouraged to participate in the Kids & Family Community Ride that takes place at 6:15pm.

The other two races in DuPage County are The Ray Whalen Builders Tour of Lake Ellyn in the Village of Glen Ellyn; and new this year is the Winfield Criterium and Summerfest 2021 in celebration of the Village of Winfield's centennial. For detailed information on the Lombard Cycling Classic visit www.DiscoverDuPage.com/sports/events/lombard-cycling-classic or visit www.intelligentsiacup.com for a complete overview on the series.

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ABOUT THE DUPAGE CONVENTION & VISITORS BUREAU

The DuPage Convention & Visitors Bureau (DCVB) is the official destination marketing organization for DuPage County, Illinois' second largest County comprised of 38 communities. The DCVB works in partnership with community business and civic leaders to maximize travel and tourism opportunities which ultimately contribute to the economic vitality of the County and its residents. For more information, visit www.DiscoverDuPage.com.