



Press Release

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CHANCE FOR CASUAL RIDERS AND SERIOUS CYCLISTS TO WIN CUSTOM BIKE IN SUPPORT OF SPECIAL OLYMPICS ILLINOIS

OAK BROOK, IL — The DuPage Sports Commission (DSC) is once again partnering with Fat Tire in support of Special Olympics Illinois. One lucky raffle winner will get to take home a special, limited-edition New Belgium Brewing branded bike with proceeds benefiting Special Olympics Illinois.

New Belgium's 2023 custom commuter bike was designed by Brooklyn Bicycle Company. Assembled with a custom-built frame, the bike features graffiti inspired designs that highlight New Belgium's 32-year history, while also nodding to their future with Bell's Brewery. The bike made its first appearance in April at the [2023 TYR Pro Swim Series Westmont](#) at FMC Natatorium at Ty Warner Park — marking the opening of online raffle ticket sales. The bike's final appearance will be at the [Lombard Cycling Classic](#) on Tuesday, July 25, 2023, prior to the pull of the winning ticket on Wednesday, July 26, 2023.

"The 2023 bike was built for any type of ride, from slow rolls around town to longer treks on the trail," said New Belgium Brand Activation Manager Dre Lapšys. "With 27.5-inch wheels, 2-inch-thick tires, and 8 gears for maximum speed options, this bike will take you wherever you want to go. Match the sunset on this beauty and enjoy the ride."

Last year, ticket sales were limited to in-person at the Lombard Cycling Classic. This year, through early online ticket sales and additional promotion, DSC and New Belgium hope to generate more awareness, greater participation, and ultimately more proceeds for Special Olympics Illinois. People can follow DSC's social media pages as their team finalizes preparation for the Lombard Cycling Classic and shares an insider's perspective on the bike, the cycling event itself, and how the community comes together through the platform of sports.

"Bikes and brews — this is a fantastic pairing of passionate communities," said DSC Director of Sports Igor Bakovic. "We're putting the call out to DuPage residents, Special Olympics Illinois supporters, cycling enthusiasts, and New Belgium followers to participate in this unique opportunity and fun fundraiser. Whether you join us in-person to purchase tickets during the Lombard Cycling Classic or choose to purchase tickets online, thank you for supporting Special Olympics Illinois."

New Belgium will additionally be donating \$1 to Special Olympics Illinois for every New Belgium product sold at Babcock's Grove House (located in downtown Lombard) during the Lombard Cycling Classic. The Special Olympics movement began in Illinois in 1968 and today Special Olympics Illinois serves a community of more than 55,000 traditional athletes, Young Athletes, Unified partners, coaches, volunteers, and more, with programming focused on training and athletic competition, as well as health education, leadership, and personal development. Their work ensures people with and without intellectual disabilities benefit from the joy and transformative nature of sport.

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Raffle tickets must be purchased for a chance to win. Tickets can be purchased through July 25, 2023 on [DSC's Lombard Cycling Classic website page](#) or in-person at the event. Tickets are 3 for \$18, 5 for \$25 or 10 for \$40. The winner will be notified via phone on Wednesday, July 26, 2023 and must be able to pick the bike up at DSC's office in Oak Brook, Illinois.

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About the Lombard Cycling Classic

The Lombard Cycling Classic was established in 2019 by the DuPage Sports Commission in partnership with the Village of Lombard – becoming the third race stop in DuPage County in the Intelligentsia Cup cycling series. The [Intelligentsia Cup](#) series remains the largest competitive road cycling event in America, with 10 consecutive days of racing throughout Chicagoland. The Lombard Cycling Classic offers some of the best viewing options when it comes to seeing the cycling competition and making a fun day of it. With racing taking place in Downtown Lombard on St. Charles Road, restaurants, bars, boutiques, and other specialty stores aren't only the backdrop to the event, they are within the actual course itself. Visitors can claim a spot near the vendor expo, a seat at a rooftop bar, or a table at one of the multiple outdoor restaurant seating locations. Festivities include the Family Fun Ride at 6:15pm — a favorite with more than 200 participants last year. All riders must bring their own bicycle and wear a helmet during the family event.

About the DuPage Sports Commission

Created by the not-for-profit organization DuPage Convention & Visitors Bureau (DCVB), the DuPage Sports Commission (DSC) was founded in 2019 to harness the power of sports tourism on behalf of the County's 38 communities and one million residents. The DSC is uniquely positioned to advocate for and actively impact the health of DuPage communities through strategic growth as an amateur, youth, and professional sporting destination. For more information, visit www.DuPageSportsCommission.com.

About New Belgium Brewing Company

New Belgium Brewing was founded in 1991 in Fort Collins, Colorado by Kim Jordan, a social worker, who built her company the only way a social worker would: people first. Over the past three decades, New Belgium has turned that ethos into a unique human-powered business model through practices that were and still are rare in the business world. With expansions to Asheville, N.C. in 2016; Denver, CO in 2018; San Francisco, CA in 2021; and the 2021 acquisition of Bell's Brewery based in Kalamazoo, MI, this people-centric model has led New Belgium to become arguably the most popular and fastest-growing American craft brewer today. To learn more, visit www.NewBelgium.com.