



Thursday, May 23rd @ 2:00 p.m.- Press Conference EVENT BACKGROUND and INFORMATION

The **Rochester Twilight Criterium** first brought world-class professional cycling to the City of Rochester in 2004. That first-year, regional event welcomed 5,000 spectators and over 300 racers. Within 5 years the event grew into an international event with over 25,000 spectators and 500 athletes. Professional athletes attended from around the globe, including Olympians, World and National champions from Argentina, Australia, Canada, Germany, Italy, Ireland, France, New Zealand, Czechoslovakia, Russia, Serbia, Uruguay, England and the United States.

In 2015, Full Moon Vista Productions re-introduced the event to Rochester and on **August 13th, 2016** this international event is back again!

- The Rochester Twilight Criterium has been approved by USA Cycling as an addition to the U.S. Professional Road Tour (PRT) – one of only 17 criteriums in the United States at the (highest) National level.
- The Rochester Twilight Criterium is the only US national road event in the US on our weekend.
- Over 25,000 spectators are expected for the evening's professional races.
- Unprecedented in professional sports, we are proud to announce that the prize purse for men and women will again be **equal** for the 2016 Rochester Twilight Criterium!
- Saturdays racing will include amateur events during the day and professionals in the evening.
- Racers expected from all across the globe, as in previous years.
- U.S. racers will attend from across the country.
- **FREE** spectator admission.
- Rohrbach's Craft-brewed beer garden and the food truck rodeo.

Regards,
Scott Page



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ROCHESTER TWILIGHT CRITERIUM

2016
details

CRITERIUM RACING EXPLAINED: Criteriums are a uniquely American-style bike race. Courses are designed on city-center streets and staged on spectator-friendly course loops typically about one mile in length. The racing provides incredible lap-after-lap excitement highlighting the athletes' extraordinary bike-handling skills combined with explosive speed! In short, what NASCAR is to automobile racing, criteriums are to bike racing. Spectators can watch the fast-paced action for free at arm's length from fields comprised of top domestic and international pros at multiple places around the course. The women's pro race is 1 hour and the men's pro race is 2 hours.

THE PROFESSIONAL RACING: The women's pro is a 1 hour race and starts at 6:25 and the men's pro is 2 hour race that starts at 8:05. We will be conducting the awards presentations for both men and women after the completion of the men's race at 10:05 (peak spectator attendance).

THE RACE COURSE: A truly world-class course – 9 turns in one mile and spanning two bridges over the Genesee River! Combined with absolutely stunning architecture including the Powers building, Bausch & Lomb, Thomson Reuters, the Central Library and the Blue Cross Arena, this course *and* the City are amazing!

SPECTATOR ADMISSION: FREE for all spectators - extraordinary in professional sports!

EVENT ATMOSPHERE: The event is extremely family-oriented with children's activities, great food, local beverages and beer garden, professional announcers and energizing music. The entire day and night are filled with the excitement of men's and women's amateur and professional racing.

COMMUNITY PRIDE: To those that have attended the race in past years, a magical evening and a huge sense of pride for Rochester seem to be the overwhelming comments after the event. Spectators walk the entire course during the event and feel safe the entire time.

THE PRODUCTION COMPANY: Full Moon Vista Productions was established in 2004 and currently produces local, regional and professional events. We will be bringing our extensive experience and over \$200,000 of custom production equipment to the Rochester Twilight Criterium. We also produce another international cycling event in Monroe County called the Rochester Cyclocross. In 2014 this event was elevated to the highest level of international competition by the UCI (the Union Cycliste International – the sport's world governing body based in Switzerland).





2015 Rochester Twilight Criterium - Pro Men's Finish



ROCHESTER TWILIGHT CRITERIUM

-  MEDICAL
-  CROSSWALKS
-  REGISTRATION
-  VOLUNTEER HQ

-  FOOD TRUCKS
-  BEER GARDENS
-  RESTROOMS
-  KIDS AREA

-  RACE HQ
-  VIP TENTS
-  MUSIC
-  MEDIA

-  PRO AWARDS
-  AM AWARDS
-  GRAN FONDO HQ
-  NEUTRAL SUPPORT

