



For Immediate Release

March 8, 2010



Dallas Race to Determine 'Super Bowl' of Cycling

TX Tough Grand Prix III named USA CRITS Championship Series finale

WHAT:

The City of Dallas, Dallas Convention & Visitors Bureau, American Airlines Center, Children's Medical Center Dallas and event organizers will announce that the **USA CRITS Championship Series** - representing a collection of the best and most prestigious bike races in America - has selected Dallas and the **TX Tough Grand Prix III** as the site of its final cycling showdown.

TX Tough Grand Prix III, to be held Sept. 16, 2010, is a high-speed, circuit-style, criterium bike race. More than 100 international (including Tour de France) cycling champions will race a 1500-meter loop through Victory Park at speeds in excess of 50 mph for more than 60 minutes.

The USA CRITS Series overall champion will be crowned following the Dallas race.

Proceeds from the TX Tough Grand Prix III benefit Children's Medical Center. Individuals involved in TX Tough's fundraising campaign have collectively raised more than \$560,000 since its kick-off 18 months ago.

WHO:

Speakers:

The Honorable Tom Leppert, Mayor, City of Dallas
Phillip Jones, President/CEO, Dallas Convention & Visitors Bureau
Joel Williams, Founder, TX Tough Campaign, Board member and Former Chairman Children's Medical Center
Dave Brown, Vice President/General Manager, Center Operating Company/American Airlines Center
Mark Henkman, 2009 USA CRITS Series Champion (Team Mountain Khakis)
Geoff Godsey, Executive Director, TX Tough Campaign, Member Kenda Pro Cycling

WHEN:

***Tuesday, March 9, 2010
2: 30 p.m.***

WHERE:

South steps, American Airlines Center, AT&T Plaza at Victory Park
Parking available in Lot F

Note to Media:

Following the announcement, speakers, including cyclists, will be available for individual interviews and photo

opportunities.

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Subject: Media Alert: Dallas Race to Determine 'Super Bowl' of Cycling
Date: 2010-03-08 15:26:05.58851-06
Sender: Preston Walhood <preston@txtough.org>
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