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For Immediate Release

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## **Fourth Annual Pedal The Plains Returns to Northeastern Colorado**

**Denver, Colo.**— Gov. John Hickenlooper and The Denver Post are excited to announce the route of the fourth annual Pedal The Plains Bicycle Tour. From September 18th to 20th, participants will cycle through 172 miles of Colorado's sweeping plains with stops in three host communities: Julesburg, Holyoke and Sterling. For the first time in its short history (pending permits), the tour will also venture into a neighboring state with a quick visit to Venango, Nebraska; a town that sits within a mile of the state line. As in years past, participants may expect a number of educational stops along the route, coupled with great activities, entertainment and locally sourced meals in each town. Saturday's entertainment will once again include Sterling's Sugar Beet Days, a festival that cyclists enjoyed in 2014.

Established four years ago, Pedal The Plains is a celebration of Colorado's agricultural roots and the state's frontier heritage on the Eastern Plains. 1,200 cyclists are expected to take part in this year's ride.

"Pedal The Plains brings together Colorado's history, present and future," said Gov. John Hickenlooper. "Under the wide-open Colorado sky and along our roads less traveled, we celebrate our frontier heritage, explore our Eastern Plains communities, and raise funds to benefit tomorrow's agricultural leaders. This ride is all about bringing people together to celebrate the history, identity and communities that make Colorado great."

"On behalf of all of our neighbors, customers, employees and the people of the Eastern Plains of Colorado, Viaero is proud to sponsor Pedal The Plains for the fourth year in a row," said Viaero President, Frank DiRico. "We're very excited to see the route return to Northeastern Colorado, the birthplace of Viaero."

"Pedal The Plains offers cyclists of all ages and skill levels the opportunity to experience and explore Colorado's high plains," said Tour Director Chandler Smith. "Pedal The Plains not only celebrates our frontier heritage, but also benefits our host communities, local businesses and ag-based education partners."

Proceeds from the ride will benefit the Denver Post Community Foundation in support of the Colorado Future Farmers of America Foundation and Colorado 4-H. Viaero Wireless, the tour's presenting partner, is joined in supporting the ride by founding partners, Western Dairy Association, Anadarko Petroleum, Noble Energy, DaVita and Suncor Energy.

Pedal The Plains' ride offerings include the 3-Day Tour, Century Ride and Family Fun Ride. **Registration is now open at [pedaltheplains.com](http://pedaltheplains.com).** Teams of 10 or more can have an even bigger impact on the

Colorado community. Pedal The Plains will donate 10% of a team's registration fees to a charity of their choice.

### **Pedal The Plains 2015 Registration Options**

**3-Day Tour** - Friday, September 18 - Sunday, September 20

*A 172-mile ride exploring the northeast corner of Colorado*

Registration includes: jersey, water bottle, finisher's medal, boxed lunches, beer gardens, live entertainment, educational offerings and route support.

**Family Fun Ride** - Saturday, September 19

*A 6-mile tour of Sterling's city parks*

Registration includes: t-shirt, lapel pin, pancake breakfast, aid station, games, best bike decorating contest and best costume contest.

**Century Ride** – Saturday, September 19

*A 100-mile ride from Holyoke to Sterling via North Sterling Reservoir*

Registration includes: jersey, finisher's medal, boxed lunch, beer garden, live entertainment, educational offerings, route support and shuttle service.

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