



FOR IMMEDIATE RELEASE

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CALENDAR OF EVENTS FOR RACE WEEKEND:

TD BANK PHILADELPHIA INTERNATIONAL CYCLING CHAMPIONSHIP

VIP TICKETS NOW ON SALE

PHILADELPHIA (April 29, 2010) – Elite pro cyclists from some twenty countries will return to Philadelphia on Sunday, June 6, 2010 for the TD Bank Philadelphia International Cycling Championship – America’s biggest single day race. This year’s event will mark the 26th running of the only UCI Hors Category classic road race in the United States. In addition to the Philadelphia International Championship, the event’s companion race, the Liberty Classic, will celebrate its 17th anniversary and feature some of the world’s top women’s teams. A full weekend of activities surrounds these world-class races, with fun for the whole family.

TD Bank Philadelphia International Cycling Championship – Race Weekend Schedule:

Saturday, June 5, 2010: Amateur Time Trials presented by Philadelphia Insurance Companies at 7 a.m.

Start training now so that by June 5th you can join in the fun with fellow cyclists who will all be racing against the clock. Log in your best time on this eight-mile course beginning at the foot of the Art Museum that will take you along scenic West River Drive and back. Note: The Time Trials are also a Junior PCT Qualifying Event. Number pick-up begins at 6 a.m.; first rider off at 7 a.m. Preregistration only, [SIGN UP HERE](#).

Sunday, June 6, 2010: AstraZeneca Wellness Challenge at 7:15 a.m. – 8:45 a.m.

The public can ride the same course as the pros, including Kelly Drive, the Manayunk Wall and Lemon Hill, on Sunday morning. Preview what the world’s best cyclists will experience when you and your family join in this early morning race-day favorite. Register in advance (visit www.procyclingtour.com) or register that morning beginning at 6 a.m. at the main staging area at Kelly Drive and Sedgely just below the Art Museum. Fee is \$45 in advance; \$55 day of event.

Sunday, June 6, 2010: Philadelphia Cycling, Health & Fitness Expo, 8:30 a.m. to 4 p.m.

Check out everything you need to know about cycling, fitness and sports at the Philadelphia Cycling, Health & Fitness Expo, located course-side on the Benjamin Franklin Parkway on race day. Feature exhibitors will include Philadelphia’s own international bike manufacturer, Fuji Bikes, along with a line-up of cycling advocacy groups and cycling-related entertainment, such

as Wheelmen's History of the Bicycle, BMX Stunt Shows and more. Consumers can check out the latest in bikes and cycling gear and explore all of the health, wellness and fitness resources the region has to offer.

THE MAIN EVENT Sunday, June 6, 2010:

TD Bank Philadelphia International Cycling Championship at 9 a.m., followed by the Liberty Classic at 9:10 a.m. – VIP tickets available

Catch all the pageantry and race action of America's biggest international cycling classic from Champions Row, the limited access, fully catered VIP tents, curbside and right at the start/finish line. The world's elite pro men's and women's cyclists will attack the 14-mile circuit from the Benjamin Franklin Parkway through Manayunk and back for the 26th running of this event. Visit www.procyclingtour.com for more information, and to **purchase VIP tickets for access to Champions Row from 8:30 a.m. to 4 p.m.**

Sunday, June 6, 2010: Junior PCT Grand Prix at 11:45 a.m.

Open to Junior riders, ages 15 to 18, who qualify to compete. Go to www.procyclingtour.com for details. Check out the up-and-comers as they tear around the loop between Logan Circle and Eakins Oval, sprinting for points on every lap!

Sunday, June 6, 2010: Cadence Cycling Foundation Sprints at 12:45 p.m.

The annual showcase event for this outstanding program that teaches inner city kids how to improve themselves through competitive cycling. Approximately forty riders ages 8 to 16 run in exciting heats between Logan Circle and Eakins Oval, followed by an awards ceremony.

Sunday, June 6, 2010: TD Bank Family Fun Zone from 8 a.m. to race finale

Looking for something fun to do with the kids between laps? Check out the TD Bank Family Fun Zone located at the base of the Art Museum steps. Located at the heart of race day action, this special TD Bank area will feature entertaining activities for the whole family.

Volunteer Now

Want to be part of the action? Sign up now to be a TD Bank bike race volunteer. Hundreds of volunteers are needed for race day in the following areas: course marshals, stage crew, foreign language interpreters and hospitality. Visit www.procyclingtour.com for more information.

For further information on the TD Bank Philadelphia International Cycling Championship, visit www.procyclingtour.com.

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About Pro Cycling Tour

Pro Cycling Tour, based in Philadelphia, is the country's leading cycling marketing and event management company. Pro Cycling Tour creates and manages a variety of cycling events and special programs for corporate sponsors, non-profit organizations and municipalities. With over 40 years of combined cycling experience, the PCT team of marketing executives and operations experts, many of whom have worked together for over two decades, formed the company in 2000 out of the knowledge that cycling offers a unique platform to accomplish a variety of communications objectives for clients through expert marketing to America's growing audience of cycling fans and participants. As a sponsorship vehicle, PCT believes that cycling offers uncluttered advertising, communications, marketing and brand-building opportunities to corporations looking for a unique sports sponsorship forum.

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To apply for media credentials, visit, www.procyclingtour.com and click on any of the race events, followed by clicking on "press". Or click here: <http://www.procyclingtour.info/PCT2008PC.aspx>.