



CAPITAL★CRITERIUM
PRESENTED BY THE
**WASHINGTON CONVENTION
AND SPORTS AUTHORITY**

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PROFESSIONAL CYCLING MEETS AMERICA'S MAIN STREET
AT D.C.'S CAPITAL CRITERIUM ON SUNDAY, JULY 11

Pro bike race presented by the Washington Convention and Sports Authority

WASHINGTON, D.C. – The [Washington Convention and Sports Authority](#) (WCSA) and [Capital Criterium](#) race organizers today announced a partnership to host the *2010 Capital Criterium presented by the Washington Convention and Sports Authority* (CapCrit). The CapCrit is scheduled for Sunday, July 11, and is the fifth stop of the nine-race USA CRITS series of professional cycling criteriums. In addition to showcasing world-class cycling in downtown D.C., the CapCrit is being staged in support of Washington, D.C.'s bid to host two stages of the 2012 Giro d'Italia.

Race day activities include professional and amateur races, kids' safety races, a celebrity charity ride and a lifestyle expo featuring a wide array of cycling, green, and Italian-American exhibitors, live music and other activities. **All race day activities are free and open to the public.**

“The Capital Criterium showcases professional cycling not just to the citizens of the District of Columbia and the nation but also the world, given the interest the past running of this great race drew from our good friends from the Giro d'Italia,” said D.C. Mayor Adrian M. Fenty. “I look forward to another tremendous race on July 11 and, of course, sharing our world-class views, imagery, and settings for all to enjoy.”

The Giro d'Italia (Giro) is held annually over three weeks during May and, like its French counterpart the Tour de France, is one of the world's greatest sports events. It was the 2008 CapCrit that first attracted the attention of RCS Sports (the owners of the Giro) to consider Washington, D.C. as a potential site for staging the historic start of the Giro outside of Europe.

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“We are delighted to be the presenting sponsor of one of the nation's leading criterium cycling races,” said Erik A. Moses, the managing director of the WCSA Sports, Entertainment and Special Events Division. “This event adds to D.C.’s ever-growing slate of major sporting events and franchises, and continues to expand the District’s reputation as one of the world’s premier destinations for major international events, such as the Capital Criterium professional bike race and, hopefully, the start of the 2012 Giro d’Italia.”

The WCSA is D.C.’s agency dedicated to attracting major international sports events to the nation’s capital and will continue to play a leading role in finalizing the GiroDC2012 bid and future cycling events.

The CapCrit event day begins at 8:15 a.m. with three amateur women’s and men’s elite races followed by the “CycleLife Kids’ Safety Races” at 11:40 a.m. The kids’ cycling safety races are free for all kids (there are four races for ages 3-5, 6-7, 8-9, and 10-11). CycleLife, a cycling lifestyle company located in Georgetown, will provide up to 300 free helmets, water bottles and t-shirts for all participating kids. Information on registering kids may be found at www.capcrit.com.

Along with the CapCrit Lifestyle Expo, the “GiroDC2012 Celeb Charity Ride” will be held in support of D.C.’s Giro bid. The celeb ride “winner” will receive \$1,000 to donate to their favorite cycling or health and fitness charity. D.C. Mayor Adrian Fenty, Italian Ambassador Guilo Terzi, Congresswoman Eleanor Holmes Norton (D-DC), and DC Department of Transportation Director Gabe Klein are among those scheduled to participate in the ride.

At 1:15 p.m., the Marine Corps color guard will present the flag for the singing of the National Anthem and the 105 minute pro race will begin. Regarded as one of the most challenging courses on the professional criterium circuit, the 1.3 kilometer course features seven turns, including a 180° turn on Pennsylvania Avenue just before 9th Street and 13th Street hill between Pennsylvania Avenue and F Street. The 20,000 spectators at the 2008 CapCrit witnessed one of the most spectacular finishes in all of pro cycling--straight down the Presidential Inauguration route framed by the US Capitol.

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Explained CapCrit Race Director Mark Sommers, who also chairs the US Stages Working Group of the 2012 Giro d'Italia, "With WCSA's support and stature within D.C., we are now able to offer a much richer and broader-based event, with important social-cause and cycling-related initiatives and aligned organizations. We are also delighted to stage the CapCrit to help build the already substantial support for hosting two stages of the 2012 Giro in the nation's capital."

Like previous races, the carbon emissions associated with the event will be calculated and offset by carbon offset sponsor Clean Current—a metropolitan D.C. clean energy broker. The CapCrit also welcomes back Washington's leading Volvo dealership, Don Beyer Volvo, as a 2010 event sponsor, and is delighted to announce that Verizon has signed on as a new event sponsor.

A recent poll showed 92% of the local population to be thrilled over the prospects of the Giro coming to DC in 2012, and another 5% intrigued. Spectators are encouraged to come out and show their support for the Giro bid. For more information, please visit www.capcrit.com.

2010 CapCrit Schedule

8:00 a.m.	CapCrit Lifestyle Expo Opens (12 th between Penn Ave & E Street, NW)
Amateur Races	
8:15 a.m.	Men 35+ (Category 1-4)
9:20 a.m.	Women 1/2/3
10:25 a.m.	Men 1/2/3
CycleLife Kids' Safety Races	
11:40 a.m.	Age group 3-5, 6-7
12:01 p.m.	Age group 8-9, 10-11
12:30 p.m.	GiroDC2012 Celeb Charity Ride
Pro Race	
1:15 p.m.	National anthem followed by Men Pro/1 Invitational

About the Washington Convention and Sports Authority

The Washington Convention and Sports Authority (WCSA) creates economic and community benefits for the District through the attraction and promotion of hospitality, athletic, entertainment and cultural events. The Authority owns and manages the Walter E. Washington Convention Center, an anchor of the District's hospitality and tourism economy that generates over \$400 million annually in total economic impact for the city. The Authority also owns and manages the Stadium-Armory campus, which includes Robert F. Kennedy Memorial Stadium, the DC Armory and the surrounding Festival Grounds, and serves as the owner and landlord for Nationals Park. For more information, please visit www.wcsa.com.