



3rd Annual Folsom Cyclebration September 10, 11 and 12, 2010

Northern California's largest, family-friendly, and most fun weekend of bicycle riding and racing, centered around the trails, lakes, hills, and history of Folsom. Started in 2008, Cyclebration attracted over 1,300 riders and over 3,500 spectators with 34% of the riders coming from outside the greater Sacramento area. Participation grew 41% in 2009! Because the event was so well received its first two years we anticipate this year to continue to grow substantially.

CONCEPT

The City of Folsom Parks and Recreation Department will work with multiple promoters and partners to administer 13 cycling rides and races within three designated days. These partners include but are not limited to: The Hub, Bicycles Plus, Folsom Area Bike Advocates, Body Concepts, Folsom Bike and Grind, MTB Racing, REI, Bicycle Planet and Capitol Adventure.

VENUE

Historic Folsom
Nimbus Flat State Park at Lake Natoma
Cummings Family Park - Bike Park
Granite Bay at Folsom Lake
Willow Hills Reservoir Community Park
Mammoth Bar OHV Park at Auburn State Recreation Area
El Dorado County / Placer County public roads
Folsom South Canal Road
Folsom City Lions Park

SCHEDULE CONCEPT

- **Friday**
 - Fam Jam dirt jumping under the lights– mini vendor fair
 - Road Bike Timetrial
 - Mountain Bike Timetrial
 - Mammoth Bar Downhill warm up

- **Saturday**
 - Gold Rush Metric Century (*new distances!*)
 - Folsom Lake XC Mountain Bike Race
 - Folsom Parkways Treasure Hunt (*new start line!*)
 - Lake Natoma Cruiser Ride (*new route!*)
 - Cyclocross at Rodeo Park (*new location!*)
 - Folsom Challenge Criterium
 - Cyclebration Festival and cycling expo – all day Folsom City Park (*new location!*)
 - Mammoth Bar DownHill Race

- **Sunday**
 - Two Bridges Circuit Race
 - Willow Hills Short Track – Mountain Bike Race

Potentials ways to become involved:

<u>Sponsor</u>	Levels available from \$20,000 - \$500 (see attached forms for specific information)
<u>Vendor</u>	Opportunities to sell food, sell items or just have a display booth at the Saturday Festival and Expo (see attached form for details)
<u>Volunteer</u>	Log on to FolsomCyclebration.com and download the Volunteer Form. Come as a business, a family or an individual
<u>Cyclist</u>	Register for a ride or a race <u>Mountain Biker</u> – Fam Jam, Timetrial, Cyclocross, Short Track Race, XC Race, Skills Clinic, Downhill <u>Road Biker</u> – Timetrial, Century / Metric Century, Criterium, Circuit Race, Skills Clinic
<u>Not a Cyclist</u>	<u>Family Member</u> – not avid cyclist – Cruiser Ride, Family Treasure Hunt, Skills Clinic, Festival, spectator at any venue listed above.

Be a part of Cyclebration 2010- You don't want to miss it!

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