



Ridge at 38 and Wheat Ridge 2020  
7391 West 38th Avenue Suite 130, Wheat Ridge CO 80033

## **FOR IMMEDIATE RELEASE**

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### **Wheat Ridge hosts the 2<sup>nd</sup> Annual Ridge at 38 Criterium Event features elite and amateur bike races, live entertainment and community fun ride**

WHEAT RIDGE—Expect to see cyclists zipping by at more than 30 miles per hour on a fast, 6-corner, 1.15-mile course at the second annual Ridge at 38 Criterium on June 7, 2015, in the heart of Wheat Ridge.

The event will include seven separate races throughout the day with different categories of racers competing at various times starting at 7:30 a.m. The races increase in skill until the last race, which is for professional level men in the highest three categories. Elite female and male racers will compete for a prize purse worth \$2,500. The Ridge at 38 Criterium is sanctioned by the Bicycle Racing Association of Colorado (BRAC) as a Gold level event within the Rocky Mountain Road Cup, a season-long points competition.

“The criterium is a wonderful way to showcase our beautiful community and charming Main Street, while providing an opportunity for residents and visitors alike to experience the rush of professional-level cycling,” says Ron Kiefel, President and General Manager of Wheat Ridge Cyclery, the Criterium’s presenting sponsor. “We are proud to host such an exciting and fun event.”

Spectators can get up close to the action at any point on the course. The race starts and ends at the Wheat Ridge Cyclery – part of the eclectic mix of shops, restaurants and businesses along 38<sup>th</sup> Avenue between Sheridan and Wadsworth Boulevards that make up the Ridge at 38. All are invited to participate, either in the BRAC races or in the community fun ride at noon.

“Racers are excited to be part of this fantastic community-building event and would love to see huge crowds packing the streets of this great neighborhood,” said Britta Fisher, Executive Director of event host Wheat Ridge 2020.

In addition to racing, the Criterium will also feature food trucks, kids activities and live funk music from local band *Jakarta*. The festivities will take place on the Green at 38 on West 38<sup>th</sup> Avenue between High Court and Upham Street, in front of Wheat Ridge Cyclery (7085 W. 38<sup>th</sup> Ave.)

The inaugural Ridge at 38 Criterium was created through a collaboration between Ridge at 38, Wheat Ridge 2020, and The City of Wheat Ridge, as a way to celebrate the 30-year history of cycling in Wheat Ridge.

Online registration for the various races costs \$35 and is open until June 5<sup>th</sup>. Visit <https://www.usacycling.org/register/2015-453> to register. Racers can register the day of at the race for \$45.

The Criterium is still searching for volunteers to help staff the race. Volunteers will receive a special event t-shirt and food for their participation. To inquire about volunteer opportunities, please visit the event website at [ridgeat38.com/play/criterium](http://ridgeat38.com/play/criterium) or contact Carolyn Doran at Wheat Ridge 2020 at 720-259-1030 or [cdoran@wheatridge2020.org](mailto:cdoran@wheatridge2020.org).

### **About Ridge at 38**

Ridge at 38 is Wheat Ridge's central commercial district, located on West 38th Avenue between Sheridan and Wadsworth Boulevards. A uniquely eclectic district, Ridge at 38 is home to a mix of businesses that offer neighborhood services alongside diverse shopping and restaurant destinations. Ridge at 38 is a destination that offers an authentic small town experience steeped in nostalgia; where tradition, locally owned and handcrafted goods are valued and where new ideas are nourished and cultivated.

### **About Wheat Ridge 2020**

Wheat Ridge 2020 is a community-based, non-profit development corporation advancing Wheat Ridge as a vibrant and sustainable community. Wheat Ridge 2020 is comprised of members who contribute to a movement of positive progress for Wheat Ridge. Both community and economic development work is done through activities and investments affecting the housing, businesses, regulations and identity of Wheat Ridge. To learn more about membership visit their website at [www.wheatridge2020.org](http://www.wheatridge2020.org)

### **About The City of Wheat Ridge**

The City of Wheat Ridge, located west of Denver with a population of 31,000 citizens, is home to a mix of retail/commercial businesses and unique residential neighborhoods. Wheat Ridge is a **vibrant** community in a prime location, providing easy access to the Denver metropolitan area.

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