



Contact:
Joan Thomas
contact@southforce.com
+1-678-999-7989
+1-404-771-5238

For Immediate Release

Charlotte's Giordana Dilworth Criterium Plays Key Role in USA CRITS *Speed Week* Action

Atlanta, Ga. (May 1, 2008) – The streets of Charlotte will have to withstand some intense heat, May 3, when the USA CRITS *Speed Week* series arrives in North Carolina for the 35th Annual Giordana Dilworth Criterium presented by South Park Cycles. Some of the fastest male and female professional cyclists in the world will compete for prize money and bragging rights in a sport that is as exciting as it is intense.

Event organizer Neal Boyd says, “Cycling fans can hardly wait for this year’s criterium to get started, because it brings the entire community together for a day of family-friendly fun and a chance to see NASCAR on two wheels.”

Last year’s defending *Speed Week* champion Mark Hekman, of TOSHIBA-Santo Pro Cycling presented by Herbalife, is on a mission to repeat his winning ways, but that is not going to be easy. As well as competing against formidable competitors on his own team, such as 2007 USA CRITS Overall Champion Frank Travieso and U.S. Under 23 National Champion Keith Norris, Hekman must watch out for riders of the caliber of Rock Racing’s Rahsaan Bahati who won the Twilight Criterium in Athens, Ga., last weekend with a blistering sprint finish.

The pros are not the only racers vying for prize money. The Giordana Dilworth Criterium gives amateurs a sporting chance too, in several categories, and even children can get in on the action.

Race	Time
Category 5 Men 34 & Under	8:45 a.m.
Category 5 Men 35 & Over	9:20 p.m.
Category 4 Women	10:00 a.m.
Masters 45+	10:35 a.m.
Women's Open	11:25 a.m.
Masters 35+	12:15 p.m.
Juniors 14-16; 17-18	1:10 p.m.
Juniors 10-12; 13-14	1:11 p.m.
Category 4 Men	1:40 p.m.

TRIKE Races for Beer	2:30 p.m.
Category 2 & 3	3:00 p.m.
Category 3 Bonus	
Kid's	4:15 p.m.
Men's Pro 1 & 2 / Invitation Only	4:30 p.m.
www.charlottesportscycling.com/dilworth.htm	

The Giordana Dilworth Criterium is the last race before the USA CRITS *Speed Week* final in Sandy Springs, Ga., on May 4. That means the racers will be working extra hard to win in Charlotte to keep their momentum going into the final stretch. USA CRITS organizer Ravi Rajcoomar says that no cyclist wants to give up any ground to competitors. “More than \$100,000 in prize money is on the line during *Speed Week*, so the racers and their teams will not hesitate to go all out in Charlotte.”

About USA CRITS

The USA CRITS National Criterium Series has been developed to feature a brand of cycling unique to the United States, the criterium. Criteriums are historically run on short laps through city streets. They offer spectators the opportunity to watch Olympians, world and national champions up-close as they ride at top speed. This has made the criterium format the most spectator-friendly form of cycling entertainment. Events on the USA CRITS series have the ideals that have made criterium racing an American legacy: Challenging courses that showcase arts and entertainment districts; a large and energized base of spectators; broad community support; and strong, marketing opportunities for sponsors. For more information visit www.usacrits.com