



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

For Immediate Release

Global BMW Sandy Springs Challenge Joins USA CRITS *Speed Week* Action for the First Time

Atlanta, Ga. (May 1, 2008) – Sandy Springs, Ga., is about to feel a new kind of heat generated by some of the fastest professional cyclists in the world. They are heading to metro Atlanta, May 4, to compete in the first, annual, Global BMW Sandy Springs Challenge. The Challenge is the seventh and final race in the USA CRITS *Speed Week* Series, and more than \$100,000 dollars in prize money is on the line, overall.

Crits, or criterium racing, is a uniquely urban sport that is contested on city streets, and Sandy Springs' organizers are confident residents and visitors will love what they see. Council Member Dianne Fries says, "Spectators can get so close to the action that they can literally feel the air move as the cyclists sprint by. It's fast and exciting—like NASCAR on two wheels."

Two-wheel specialists like Rock Racing's Rahsaan Bahati and Aaron Pro Women's Rebecca Larson are hoping to repeat their Twilight Criterium wins at the start of Speed Week, April 26, in Athens, Ga. But, first, they will have to get past some top-notch rivals from the USA and abroad.

In the men's line-up, Bahati will have to battle New Zealand's recently crowned UCI World Track Omnium Champion Hayden Godfrey; New Zealand's National RR Champion Joe Cooper; Australia's, former, Junior World Track Champion "Lightning" Jeff Hopkins; last year's Speed Week champion, Mark Hekman; and the 2007 USA CRITS overall male champion, Frank Travieso.

For her part, Larson has to watch out for teammate and U.S. Under 23 National Criterium Champion Erica Allar; Cheerwine's Laura Van Gilder, the 2007 USA CRITS overall female champion; and Tina Pic of Colavita Sutter Home.

USA CRITS organizer Ravi Rajcoomar explains that the stiff competition leads to great drama, lap after lightning lap. "The pros go all out in a no-holds-barred racing style that often leads to amazing breakaways, spectacular pileups and final-lap sprints that make even the fans breathless," he says.

The specialists are not the only cyclists with ambitions on May 4. Amateurs will get their chance to join the action too. Sandy Springs' police and fire departments are set to have a no-guts-no-glory showdown in the streets just before the pro men's race.

Race	Start Time
Metric Century Participation Ride	09:00 AM
UCSF Category 4	10:00 AM
UCSF Masters 35+	10:45 AM
UCSF Category 5	11:30 AM
UCSF Masters 45+	12:15 PM
UCSF Amateur Men Category 3	01:00 PM
Women's Pro – Categories 1, 2 & 3	02:15 PM
Police vs. Fire Criterium	03:15 PM
Men's Pro – Categories 1 & 2 US CRITS Speed Week Final	03:45 PM
http://sandyspringschallenge.org/	

About USA CRITS

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