



FOR IMMEDIATE RELEASE
07-5-17

CYCLING'S BIGGEST NIGHT SAN RAFAEL SUNSET CRITERIUM RETURNS TO DOWNTOWN

The 19th Annual Criterium is gearing up and getting ready to roll on Saturday, July 29th

Contact: Eric Lucan
CMO, Mike's Bikes
eric.lucan@mikesbikes.com

SAN RAFAEL, CA - Part carnival, part madhouse, part Thunderdome, the Toyota San Rafael Sunset Criterium is putting on the finishing touches for the big event on Saturday, July 29th where amateur and pro cyclists will put on a show amidst the deafening sounds of spectators and cowbells.

Mike's Bikes, the event producer, is excited to keep the race rolling through downtown where they have had a bike shop since 1964. The race will benefit the Mike's Bike Foundation and their Africa Project which collects donated bikes in their shops and distributes them throughout Africa. Sponsorship has increased significantly this year with Toyota continuing as the title sponsor and they will turn the VIP area into the Toyota Fan Zone. Whole Foods Market, as the presenting sponsor, will have a strong presence at the event providing finisher bags to the participants, giveaways to spectators, and Super Food mascots to entertain crowds. Other key sponsors include Baker Street Advisors, San Rafael Downtown Funds, Newmark, Cornish, & Carey, Marin County Community Service Fund, Seagate Properties, Montecito Plaza, and Touchstone Climbing.

Racers will again be competing for the glamorous and coveted, heavyweight-boxing-inspired Belt of Royalty. Stateroom Brewery, a local downtown merchant, will be running the Beer Garden at 4th & C and serving up some great craft beers right near the start/finish line. With a beverage in one hand, spectators will also be equipped with a cowbell in the other thanks to Straus Family Creamery & Whole Foods Market, the official cowbell sponsors.

Wheels start to roll with amateur races beginning at 1:30PM. At 5:30PM, the fan favorite kid's ride will circle the course followed by the all-new Fixed-Gear race at 6PM and the Pro Women at 7PM. The night wraps up with the Pro Men hitting the course at sunset (8:15PM) and finishing under the lights.

This free, family-friendly event is located on 4th & C in Downtown San Rafael. Visit www.sanrafaelsunset.com for more information or to register and get ready to make some noise on July 29th!

###