



**USA PRO
CYCLING
CHALLENGE**



Dear Medicine In Cycling Attendee,

The inaugural USA Pro Cycling Challenge is coming to Colorado! For seven days in August, 128 of the world's best professional riders will test themselves in the unique and challenging terrain of the picturesque Rocky Mountains. Taylor Phinney, George Hincapie, Levi Leipheimer and Colorado Springs local Danny Pate are scheduled to compete, as well as other professional team riders from RadioShack, HTC-Highroad, Garmin-Cervelo, BMC, Liquigas-Cannondale, Leopard Trek and others. The event kicks off August 22 in Colorado Springs with the USA Pro Cycling Challenge Prologue.

As a cyclist and a fan of the sport, USA Cycling invites and encourages you to attend, cheer on and support this world-class event. The organizers have specifically tailored the calendar of VIP events prior to the prologue to synchronize with the Medicine in Cycling Conference schedule. The following exclusive VIP package is available for a limited time and for the first fifty people to respond:

- 1 entry to participate in "Ride of Champions" led by Chris Carmichael with select professional riders and former World Champions, Friday afternoon - August 19th
- 1 VIP pass to an exclusive "Ride of Champions" post-ride reception, Friday evening, August 19th
- 1 ticket to the USA Pro Cycling Challenge Opening Gala event, Saturday Evening, August 20th
- 1 VIP pass to USA Pro Cycling Challenge Prologue Finish Line Hospitality Monday, August 22nd
- 1 USA Pro Cycling Challenge race jersey
- 1 Souvenir Bag to include memorabilia signed by our young American professionals

Although this USA Cycling VIP package is valued significantly higher, it is available to you at a special offer through the Medicine of Cycling conference for only \$995. For those participating who have a guest who prefers not to participate in the "Ride of Champions" the offer is \$595.

Please contact 776 Original Marketing at 719-272-7022 to take advantage of this great opportunity, or email them directly at gklugh@776marketing.com. Please mention the Medicine in Cycling Conference when you call.

We appreciate your support and I look forward to seeing you in August!

Sincerely,

Stephen Johnson, CEO