

INTERNATIONAL CYCLING CLASSIC



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The 2008 International Cycling Classic will celebrate its 40th year with 17 consecutive days of high-caliber racing from July 11th - 27th. The event series, also known as "SUPERWEEK," will feature races in twelve city centers throughout Wisconsin and Illinois including seven full days of racing in the Greater Milwaukee area. Host cities to the International Cycling Classic have used the races as centerpieces for popular and successful community events.

In 2007 nearly 250,000 spectators lined the streets and country roads to cheer on over 6,400 race entrants representing 42 states and more than 20 foreign countries - all battling for their share of a \$120,000 prize purse. The schedule of racing in 2008 will be highlighted each day by the SUPERWEEK PRO TOUR featuring the top professional and elite amateur cyclists with races beginning at 6:00 p.m. on most days. From July 11th - 27th the SUPERWEEK WOMEN'S PRO TOUR will draw the top female cyclists for a double-dose of exciting racing action.

The International Cycling Classic features spectator-friendly races on courses of approximately one mile in length through commercial and residential districts. These criterium races offer constant action all along the course. The Classic also includes a small number of road races through Wisconsin's scenic countryside and along Milwaukee's scenic Lake Michigan shoreline.

This year's International Cycling Classic offers sponsors an enormous sports marketing opportunity to increase awareness, enhance image positioning, obtain substantial local and regional publicity. The event offers other opportunities which can be customized for a sponsor's individual needs.

We look forward to a wonderful 40th Anniversary Event.

SPONSORSHIP AND MARKETING SERVICES PROVIDED BY:

GLOBAL MARKETING SOLUTIONS, INC.

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[www.internationalcycling.com](http://www.internationalcycling.com)



## **HISTORY**

The International Cycling Classic began as a single race at Milwaukee's Summerfest in 1969 and quickly expanded into a successful week-long racing series in the Milwaukee metropolitan area under the name Superweek. In 1985, the event added several races in cities to the north of Milwaukee to become the two-week-long International Cycling Classic. In 2002, the event began expanding southward with the addition of races in the Chicago area. The Classic is now the oldest and longest-running multi-category cycling race in the United States and has a long-running tradition of international participation. Each year a European contingent travels overseas to compete in the races, adding a uniquely cosmopolitan flavor to the event.

## **WORLD CLASS EVENT**

The ICC has earned the distinction of being a world class cycling event among the participating cyclists, sponsors and spectators. Among its many credits include:

- The longest running multi-day bike-racing series in the U.S.
- The Classic fields more competitors annually than any other American race.
- The first Pro/Am competitive racing series in the United States.
- The oldest and largest multi-day competitive cycling event for Men's Category 3 and 4 racers, Juniors and Women.
- The Classic stages more races in a major American city (Milwaukee) than any other U.S. cycling event.
- The Classic challenges participants with the most consecutive days of bike racing offered in America.
- The Classic is one of the top events on the 2004 USA Cycling National Racing Calendar.
- The Classic provided the first national stage race and NPC Championship series for inline skating in Wisconsin.
- The Classic was the final stage in the 1998 Tour of America.
- The Classic was a stage in the 1999 Saturn U.S. Pro Tour.

## **SANCTIONING ORGANIZATIONS**

The United States Cycling Federation has sanctioned the International Cycling Classic as a Category A Race, offering Class 2.6.1 NRC points.

## **THE EVENT FOUNDER**

Otto Wenz Jr. is the founder and Executive Director of the International Cycling Classic. He is a nationally recognized leader in competitive racing and a member of the United States Bicycling Hall of Fame. His organizational experience includes:

- Serving as a member of the USCF Board of Directors
- Serving as President of the U.S. World Cycling Championships
- Serving as President of the USCF from 1975-1979
- Hosting and producing the U.S. National Road Race Championship six times