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FOR IMMEDIATE RELEASE:

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MOBILE TO HOST USA CYCLING CRITERIUM AND CENTURY RIDE

MOBILE, Ala. – The Mobile Sports Authority, along with the City and County of Mobile, USA Cycling, Team Share the Road, the Mobile Bay CVB, and Little Red Hen Productions, is pleased to announce the 2015 Mobile Sports Authority (MSA) Tour de Bay coming to downtown Mobile, Alabama, May 2-3, 2015. The two-day, first-time event will feature a criterium championship along with a 62-mile Century Ride.

“We are very excited to be hosting the first MSA Tour de Bay in Mobile,” said Danny Corte, Executive Director of the Mobile Sports Authority. “The sport of cycling has been growing at a healthy pace in the Mobile area and we hope that by starting our own criterium and fun ride, this event will help to grow the sport even more in our area.”

Saturday’s main event will serve as the 2015 USA Cycling Alabama State Criterium Championships. The criterium, a short course road race, will feature a six-tenths mile track running through the entertainment district of downtown Mobile. Races kick off at 8 a.m. with the races being staged out of Bienville Square.

“This will be a unique event that showcases Mobile and the entertainment possibilities in the area,” said Stuart Lamp, Southeast Business Development Manager for USA Cycling. “USA Cycling is excited to assist in this effort and help showcase Mobile as a destination for individuals who race and ride bicycles.”

Cycling continues Sunday with a Century Ride through Mobile County. Through the joint effort with Team Share the Road, the family-friendly bike ride will begin and end at Bienville Square and will feature three distance options: 10 miles, 22 miles, or 62 miles.

Team Share the Road Vice President Deena Tyler added, “Team Share the Road is proud to be a sponsor of this event and is excited to highlight what the Mobile area offers to the sport of cycling. We look forward to hosting all of the pro and amateur cyclists coming to the Port City.”

Registration for both Saturday and Sunday events can be found at www.usacycling.org/register/2015-541

Links available for the map of each course:
Criterium – http://www.mapmyride.com/routes/view/607550742
About USA Cycling
Recognized by the United State Olympic Committee and the Union Cycliste Internationale, USA Cycling is the official governing body for all disciplines of competitive cycling in the United States, including road, track, mountain bike, BMX and cyclo-cross. As a membership-based organization, USA Cycling comprises 70,000 licensees; 2,400 clubs and teams; and 34 local associations. The national governing body sanctions competitive and non-competitive events throughout the U.S. each year, manages 17 national championship events and is responsible for fostering the identification, development, and support of American cyclists. To learn more about USA Cycling, visit [www.usacycling.org](http://www.usacycling.org).

About The Mobile Sports Authority
The Mobile Sports Authority (MSA) is a non-profit sports commission formed in 2008 by the Mobile County Commission. The main mission is to create a positive economic and public relations impact for Mobile County, the City of Mobile, and the region through attracting, hosting, managing and supporting sporting events. MSA is the main point of contact for sports and sports-related activities for the Mobile County area. For more information on MSA, please visit [www.mobilesportsauthority.com](http://www.mobilesportsauthority.com).

About Team Share the Road
Team Share the Road is a 501(c)(3) non-profit public charity formed in May 2011. The entity focuses its efforts on educating cyclists, pedestrians, and motorists how roadways may be used safely and simultaneously. The group also hosts cycling safety events for children. The events provide confidence to the children so they may learn skills and will be able to enjoy all of the benefits of cycling and remain safe. Team Share the Road hosts clinics at various locations throughout the area to equip cyclists with lights and provide basic maintenance to bicycles. For more information about Team Share the Road, email [TeamShareTheRoad@gmail.com](mailto:TeamShareTheRoad@gmail.com) or visit the website: [www.TeamShareTheRoad.org](http://www.TeamShareTheRoad.org).

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