FOR IMMEDIATE RELEASE

 **Cobourg Gran Prix – Experience the Excitement**

 ***Ontario Cup Criterium Cycling Finale***

*Cobourg, July 2018:* Get ready for some major excitement! On August 11, 2018, Criterium racing is coming to Cobourg. The Cobourg Gran Prix is the first official criterium race in recent Cobourg history and the last race in the Ontario Cup Series. It will attract the best provincial and national cyclists who will be vying for a year-end podium finishes, cash prizes and Ontario Cup points. What’s a Criterium? Check out the link below.

The 1.2 km race will start on King Street, wrap around Third Street, down Albert Street and back up Bagot Street. King Street will be closed to traffic from Bagot Street to Division Street. VIP and media tents will surround Victoria Hall. Most races will involve a minimum of 35 laps!

This exciting O-Cup Road finale is being staged by *Performance Driven Events*. “The road/course itself will be barricaded off and carefully marshalled as the cyclists go upwards of 60km/hr.” says President, Greg Rawson.  “Sidewalks will be open so pedestrians, clients and spectators can come out, shop and cheer on the athletes.”

Races will get underway at 9:00 a.m. with twelve categories of riders competing throughout the day. A Professional Master Announcer will educate spectators on the races, introduce the top Pro’s before each race and explain race strategies. *SportChek* has donated prizes for the most enthusiastic kids in the crowd. *Metro* is sponsoring race refreshments; local restaurants will be offering special race discounts and Cobourg Orthopaedic & Sports Injury Clinic will be onsite to provide Physiotherapy, Chiropractic, ART, Graston, and rehabilitation services to cyclists as necessary.

 ###

For more information on this event:

**Contact:** Greg Rawson, President *Performance Driven Events*
**Phone:** (289) 980-2843

**What’s a Criterium?** <https://www.youtube.com/watch?time_continue=54&v=dswuWTOcovI>

**Email:** performancedrivenevents@gmail.com
**Website:** [www.performancedrivenevents.com/cobourg-gran-prix](http://www.performancedrivenevents.com/cobourg-gran-prix)

**WHAT IS CRITERIUM RACING?**

• Criteriums are a staple of the local racing scene in Australia, the U.S., the UK and in many other places around the world. These frenetic races of roughly an hour are raced on the road but racing a ‘crit’ is very different to taking part in a road race. The style of racing is different, the fitness requirements are different, and the tactics are different. The races are shorter, faster, more technical and, depending on who you ask, a lot more fun.

•This summer, 18 criterium races will be held across the country. The Cobourg Grand Prix is the first Criterium race in recent Cobourg history and the last race in the Ontario Cup Series.

• Criterium bike races are held on paved roads on a downtown course generally between 1-2 km in length and raced at high speeds. The Cobourg Crit course is 1.2 km in length and most races will be 40 km long. That means 35+ laps of excitement for each race.

• The 1.2 km race will start right on King Street and will wrap around Third Street, down Albert Street and back up Bagot Street. VIP and media tents will surround Victoria Hall.

• If you’re a hockey or basketball spectator Criterium racing on a downtown course is like having “free” box seats to watch the races from any vantage point on the course. The roads become our Arena for the day!

• Races will include all categories from beginner to elite/pro male and female.

• A Professional Master Announcer broadcasts all day long at each event, educating the spectators on the races, introducing the top Pro’s before each race, explaining the race strategies and speaking about our important Sponsors at regular intervals during the races.

<https://www.youtube.com/watch?time_continue=54&v=dswuWTOcovI>