

FOR IMMEDIATE RELEASE

The 18th Annual Corporate Cycling Challenge is scheduled for Sunday, August 17, 2008 in Omaha. There are corporate, open (individual), and club divisions offered in the largest one day bicycle event in the Midwest!

The Challenge includes three tours --- 10, 25, and 42 miles long, featuring beautiful scenery and historical landmarks in a blend of urban and rural riding. The event is for all ages and abilities. The start and finish line is staged in front of the fountain at the Heartland of America Park, on 8th and Farnam in Omaha.

Bob Mancuso, Jr., one of the coordinators for the CCC, said last year over 3,000 cyclists, a new record, rode in the largest one day bicycle event in the Midwest!

Last year, in the Corporate Division, the overall company winner with the most number of employee miles completed was The Nebraska Medical Center/UNMC Team. They reclaimed the Corporate Division Championship from the Union Pacific Team. The Union Pacific team had won the championship the last 3 years in a row. The Union Pacific Team had the most overall miles – employees and non-employees (family members) miles with over 7,834. The Alegent Health team came in third – a fantastic team result for their first year in the challenge! Starting next year, the winning team will include all miles completed by employees and non-employees (family members).

The NMC/UNMC (The Nebraska Medical Center/University of Nebraska Medical Center) employees completed over 6,293 miles – a new corporate team record. The division winners were: AAA – NMC/UNMC, AA – ACI Worldwide, A – Scheels All Sports, and B- The Bike Rack. There were over 55,288 total miles completed by the corporate entrants and over 72,635 total miles overall completed in this year’s Corporate Cycling Challenge – both new records.

Mancuso said this year’s event looks to be largest in history. Early entries indicate there will be more companies and more bicyclists. At the finish line, the cyclists will be able to enjoy music provided by Q-98.5 Radio Station, commentary from KPTM personalities, a cookout from Hy-Vee, massages, SOBE Beverage, and Powerade. There also will be a giant 30-foot Coca-Cola bottle provided by Coca-Cola guarding the fountain at the Heartland of America Park entrance.

Mancuso said proceeds from this year will again be donated to Eastern Nebraska Trails Network (ENTN). ENTN advocates and supports the development of multi-use trails throughout Omaha and the surrounding areas. Gary Gephard, President of ENTN, said the funds will be a tremendous addition to our trail development activities.

The Corporate Cycling Challenge has donated over \$84,350 to ENTN since it’s inception. This past year, ENTN donated \$25,000 to the Back to the River Project toward the Missouri River Pedestrian Bridge. Gebhard said the bridge will connect trails and communities – the 2,700 foot span bridge – will connect nearly 150 miles of trails.

Mancuso said, “An event like this isn’t possible without all of the volunteers and the sponsors. We would especially like to thank our 2008 main sponsors – KPTM – Fox 42 Television Station, Q-98.5 Radio Station, Hy-Vee, Nebraska Balloon & Wine Festival, Taste of Omaha, Olympia Cycle, Coca-Cola, Powerade, Budget Car & Truck Rental, Fall Home & Garden Expo, Union Pacific, Dex, Sam and Louie’s New York Pizzeria, Ideal Pure Water, SOBE Beverage Drink, Our Healthy Community Partnership, Activate Omaha, Regency Lodge, Omaha Police Department, Carter Lake Police Department, Accent Limousine, Pitney Bowes, Heartland React, Omaha Fire Dept Medi-Bike Team, Whole Body Health Chiropractic, Omaha School of Massage Therapy, Funk Family Chiropractic, Forrest Lawn Memorial Park, Douglas County Police Dept, Washington County Sheriff’s Dept, Universal College of Healing Arts, and the Crossroads Massage Clinic, Old Market Massage.

If you would like to receive a corporate packet, club packet, or an individual brochure, are interested in being a sponsor, or would like more information, contact the Corporate Cycling Challenge office at 932-RIDE (7433). You can also visit our web site at <http://www.corporatecycling.com>.

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For more information contact, Bob Mancuso, Jr., Corporate Cycling Challenge Committee, at 402-346-8003.

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