

**FOR IMMEDIATE RELEASE**

**The 20<sup>th</sup> Annual Corporate Cycling Challenge** is scheduled for Sunday, August 15, 2010 in Omaha. There are corporate (company), open (individual), and club (group) 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 4,000 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 and non-employee (family members) miles completed was reclaimed by the UNMC/NMC Team. They took back the Corporate Division Championship from the Union Pacific Team. The Union Pacific Team had won the championship 4 of the last 5 years. The UNMC/NMC Team had the most overall miles – employees and non-employees (family members) miles with over 6,492. The Alegent Health team came in third – a fantastic team result for their third year in the challenge!

The division winners were: AAA – UNMC/NMC, AA – Kiewit Construction, A – Prairie Life Fitness Center, and B- Ensite Inc. There were over 48,472 total miles completed by the corporate entrants and over 67,272 total miles overall completed in this year’s Corporate Cycling Challenge – 2<sup>nd</sup> only to last year’s record numbers.

Mancuso said this year’s 2010 event looks to be largest in history. Many people are being more active and trying to be healthy. Bicycling is a great way to stay fit! 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, 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 \$100,425 to ENTN since it’s inception. ENTN donated \$25,000 to the Back to the River Project toward the Missouri River Pedestrian Bridge. Gebhard said the bridge connects trails and communities – the 2,700 foot span bridge – connects nearly 150 miles of trails. Last year, ENTN and the Corporate Cycling Challenge donated over \$6,000 for bike racks on the Downtown Trail.

Mancuso said, “An event like this isn’t possible without all of the volunteers and the sponsors. We would especially like to thank our 2010 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, Sam and Louie’s New York Pizzeria, Ideal Pure Water, Our Healthy Community Partnership, Activate Omaha, Omaha Police Department, Carter Lake Police Department, Accent Limousine, Heartland React, Omaha Fire Dept Medi-Bike Team, Omaha School of Massage Therapy, Forest Lawn Memorial Park, Douglas County Police Dept, Washington County Sheriff’s Dept, Universal College of Healing Arts, Crossroads Massage Clinic, and the 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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