

# NEWS



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## FOR IMMEDIATE RELEASE

### **UNIVEST GRAND PRIX ENHANCES RECREATIONAL RIDERS' EXPERIENCE IN THE CYCLOSPORTIF 100K**

*September 8 recreational ride will benefit Indian Creek Foundation*

**SOUDERTON, Pa., August 13, 2007** – The Cycloportif, a challenging recreational ride held on the famed Uninvest Grand Prix race course will once again be held on Saturday, September 8. Leaving at 8:00 a.m. from the start/finish line on Main Street in Souderton, cycling enthusiasts can choose to ride either a 40- or 60-mile course and experience the same excitement and atmosphere the professional men will face when the Grand Prix begins at 10:30 a.m. Open to the public, registration is available online at [www.cycloportif.com](http://www.cycloportif.com) until September 5, or on race day beginning at 6:00 a.m. near the start/finish line in Souderton.

To further enhance the experience for the serious recreational cyclists, this year's ride offers Club Morzine, an exclusive ride and hospitality category that is limited to 50 participants. The Club Morzine hospitality tent is located on turn one in Souderton, with a view of the course and the giant TV screen. Club Morzine riders will receive all of the Cycloportif benefits as well as a catered luncheon, complimentary commemorative cycling jersey, VIP parking and additional prizes.

"Like the race itself, the Cycloportif is one of the great European cycling traditions that the Uninvest Grand Prix brings to the United States," said John Eustice, race director and president of Sparta Cycling, Inc. "Modeled after famous public cycling events like L'Etape du Tour, the Uninvest Cycloportif has been the first event of its kind in the United States. We're pleased to continue to strengthen this event with first-class opportunities that appeal to the elite recreational cyclists who travel around the world to participate in 'Cyclo' events."

Participants of the Cycloportif 100K enjoy finishing under the official start/finish line like the professionals. All participants also receive official finishing times, on-course technical support, and chances to win great raffle prizes totaling more than \$10,000. This year's grand prize will be a Ride Province Cycloportif trip in France for two, including airfare, from VeloSport Vacations. Other prizes include a Bianchi bicycle and Festina watches.

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**Univest Cyclosporitif 100K presented by *Bicycling***

The 2007 Cyclosporitif is presented by Byers' Choice, LTD and Bicycling Magazine, with support from the Valley Forge Convention & Visitors Bureau, visitPA.com, Bianchi and Santini. For more information or to register, please visit [www.cyclosporitif.com](http://www.cyclosporitif.com). For more information on the Univest Grand Prix, please visit [www.univestgrandprix.com](http://www.univestgrandprix.com).

**About Univest Grand Prix:**

Patterned after the great classic races of Europe, the Univest Grand Prix reaches out to nearly 20 communities. From its inception, the cycling event was developed to provide opportunities for young athletes to advance, while also uniting the towns throughout Bucks and Montgomery counties for a community celebration. Over the last 10 years, it has grown to become one of the nations top UCI-ranked races. The pro event is presented by: Univest Corporation of Pennsylvania, Leidy's Premium Pork Products, Bergey's Dealerships, Doylestown Hospital, Landis Supermarkets, Comcast Sportsnet, WFMZ-69, NBC-10 and *The Intelligencer*. For more information visit [www.univestgrandprix.com](http://www.univestgrandprix.com).

**About Univest Corporation:**

Univest Corporation and its subsidiaries, Univest National Bank and Trust Co., Univest Insurance, Inc., and Univest Investments, Inc., provide support and leadership in their communities and offer a wide range of financial services to individuals, businesses, municipalities and nonprofit organizations throughout Bucks, Chester and Montgomery counties. For more information, visit [www.univest.net](http://www.univest.net).

**About Sparta Cycling:**

Sparta Cycling provides race promotion services to deliver world class events that meet the needs of sponsors, teams and riders, spectators and supporting communities. For more information, please visit [www.spartacycling.com](http://www.spartacycling.com).

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