

NEWS



UNIVEST GRAND PRIX 10TH ANNIVERSARY KICK-OFF CEREMONY

Community cycling event to be broadcast worldwide

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Souderton, Penn. – At a kick-off party for the 10th annual Univest Grand Prix, Univest chairman, president, and chief executive officer William S. Aichele thanked the community for supporting the event, which has grown over the past decade from a community event into one with world-wide recognition. Aichele also gave special thanks to the event’s long-time sponsors and race organizer John Eustice.

“In 1997, when Univest first began exploring the opportunity to host an event, our objective was to create something to bring residents out of their homes and unite surrounding communities,” Aichele told an audience of racers, their host families, event volunteers, and community partners. “Ten years later, thanks to the vision and hard work of John Eustice and the support of the community, the event has far exceeded our expectations. Our community now has a first-class professional cycling event. We’ve gained international acclaim. The success of the event has brought our communities together. It’s brought people out of their homes. It’s brought our town together, and it really portrays the beauty of our region.”

Saying that the event would not have achieved the level it has today “without our partners,” Aichele listed the race’s decade-long supporters, including Leidy’s Premium Pork Products, Moyer & Son, Grand View Hospital, WNPV radio 1440 AM, the Souderton Independent, Indian Creek Foundation, State Representative Bob Godshall, and Souderton Borough. Additionally, the 17 municipalities, dozens of local business partners who have joined the race more recently, hundreds of volunteers, and thousands of cyclists

and school children who participate in events from school assemblies and bike rodeos to the 40-mile or 60-mile recreational Cyclosporitif have made the event a great success.

Aichele presented commemorative prints by local artist Berdine Leinbach to David Crosson, executive director of the Indian Creek Foundation, and Doug Eschbach, executive director of Souderton's Senior Adult Activity Center, which serves as race headquarters. The print is an artist rendering of racers climbing Souderton's Main Street with symbolic references to the international nature of the event. Indian Creek Foundation is the benefactor of the Cyclosporitif recreational ride, which Aichele announced has 460 people pre-registered – a record number.

To Eustice, Aichele presented both a framed print and commemorative clock crafted from recycled bicycle parts for his efforts over the past decade.

“John has a passion and enthusiasm for cycling,” said Aichele. “He puts his heart into his work, and it really shows in this event.”

As racers fueled up for Saturday's 107.3-mile UCI-sanctioned Univest Grand Prix, a battle of endurance in which each will burn upwards of 5,000 calories (2 ½ times what an average person expends in an entire day!), Eustice, a former pro rider, commended the extended community for achieving heights of volunteerism that is unheard of in racing circles.

“The most important aspect of this race for me is that it's a community event,” he said. “It's an enormous community event. It's a world-wide community event. But nevertheless it's a community event. So many people have become involved, this race has developed like a quilt. The quilt unites the fabric of the community, if you will.”

Eustice pointed out that the Univest Grand Prix “is something special” and the media has responded. The Univest Grand Prix will be covered live from 10:30 a.m. to 3:00 p.m. by WFMZ-69 TV, and spectators will be able to view the race in its entirety from a JumboTron at the start-finish line on Main Street in Souderton on Saturday. Race fans around the world will be able to watch the final two hours of North America's pro classic race on Cycling.tv, in what will be the Internet television channel's first-ever live event from North America. Post-race coverage will be broadcast on Comcast Sportsnet Philadelphia on Saturday, September 15 at 3:00 p.m. EDT and Thursday, September 20 at 11:00 a.m. EDT. NBC-10 in Philadelphia will also broadcast post-race coverage on Sunday,

September 23, from 12:30 to 1:30 p.m. Other NBC affiliates throughout the country are signing on to the broadcast. Additionally, the race will be covered with live commentary on cyclingnews.com, live video on WFMZ.com and Cycling.tv, and live radio on WNPV1440.com.

“You can’t escape the Univest Grand Prix this year!” pronounced Eustice.

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 nation’s 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.

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.

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, or contact John Eustice, President of Sparta Cycling, at 917-699-4566 or jde@spartacycling.com.

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