



FOR IMMEDIATE RELEASE

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## European Tradition Gives Cycling Enthusiasts A Chance To Ride Like A Pro

SOUDERTON, PA -- The flavor of European cycling returns to the Indian Valley on Saturday, Sept. 6, with the Univest Cyclosporitif 100K, a challenging ride that allows recreational cyclists to experience a taste of continental bicycle racing.

Held on the same course as the famous Univest Grand Prix, the Cyclosporitif take riders through scenic Montgomery and Bucks counties on a rolling course that offers cycling enthusiasts the chance to experience the same thrills and atmosphere that the professional racers will face when the Univest Grand Prix begins at 10:50 a.m.

The ride is open to the public and cyclists can register online at [www.bikereg.com](http://www.bikereg.com) until Sept. 3 and on race day beginning at 6 a.m. near the Start/Finish line on Main Street in Souderton. Forty- and 60-mile rides are available. The ride begins at 8 a.m. Proceeds benefit the Penn Foundation, a Sellersville-based non-profit organization that provides comprehensive behavioral healthcare to persons in need of hope, healing, and compassion.

Like the Univest Grand Prix, which is modeled after the great "one-day classic" races in Europe, the Cyclosporitif adds to the European flair of this first-class event. The strong reputation the Univest Grand Prix has earned in the cycling community has also carried over into the recreational ride, which appeals to and attracts serious recreational riders who often travel the world to participate in cyclo events -- and to local cyclists who look forward each year to the cyclosporitif..

"It is an amazing ride," said Carole Lauchner of Wrightstown, Bucks County, a spinning instructor who began cycling when her husband was stationed in Iraq so that she could ride with him when he returned in 2006. "The scenery is beautiful. The markings are all on posts so you

don't have to look down at the road at all. The lunch afterwards is good and the chance to watch the race is always a blast."

Contractor Tony Alber of Dublin did the ride several years ago at the urging of a friend.

"The course is great. For a guy like me it is as close to riding with the pros as I will ever get," Alber said. "To ride through the towns and have the local people out with the cow bells cheering you on, it's a terrific feeling and without their enthusiasm and encouragement, I would never make it. Coming into town at the end of the race and enjoying the post-ride food is the best part."

A combination of cycling's "century" rides and an amateur race, serious cyclosporitif riders challenge themselves for time and pride. They wear numbers, just like the professional racers and they ride on the same course as the race in front of the crowds in a battle against the clock. Riders enjoy feed zones, just like the pros, and mechanical and medical support is traditionally provided.

"This has become one of the most popular aspects of the Univest Grand Prix weekend. We had 600 riders participate in 2007 and we anticipate a larger turnout in 2008," said Cyclosporitif Director Brian Ignatin, who has ridden the L'Etape du Tour, a cyclosporitif held annually at the Tour de France.

All Univest Cyclosporitif participants receive official finishing times, on-course technical support, and chances to win great raffle prizes.

The 2008 Cyclosporitif is presented by the Bucks County Convention and Visitors Bureau, Cadence Cycling and Multisport Centers, High Road Cycles, Specialized Bicycles, Sportique and Champion Systems. For more information or to register, please visit [www.bikereg.com](http://www.bikereg.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 showcases the beauty of 17 municipalities. 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. The pro event is presented by: Univest Corporation of Pennsylvania, Leidy's Premium Pork Products, SAAB, Doylestown Hospital, The Intelligencer, WFMZ-69, Universal Sports, Comcast Sportsnet. 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., Univest Capital 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, athletes, spectators and supporting communities. For more information, please visit [www.spartacycling.com](http://www.spartacycling.com).*

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