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**TD BANK PHILADELPHIA INTERNATIONAL CYCLING CHAMPIONSHIP**  
**ANNOUNCES 2010 RACE DATE**

***PHILADELPHIA BICYCLE SHOW A NEW HIGHLIGHT FOR THIS YEAR***

***Philadelphia (February 9, 2010)*** – The date for the 26<sup>th</sup> running of the largest single day, all professional bicycle race in the U.S. has been announced. Sunday, June 6, 2010, will mark the return of the TD Bank Philadelphia International Cycling Championship, the granddaddy of them all and most noted by the Manayunk Wall, named by the organizers, Pro Cycling Tour.

The Philadelphia race is considered the foundation of American pro cycling having spawned many of the great names in cycling, including Greg LeMond, Lance Armstrong, George Hincapie and others early in their careers. This is the only bike race in the United States that takes over a major city for six hours, consistently draws crowds of 350,000 plus and that has been bestowed the highest international classification, “UCI Hors Category.” The event will welcome 400 professional cyclists from more than 20 nations and close to 1,000 amateur cyclists in ancillary events.

A new highlight of this year’s race weekend will be the [Philadelphia Bicycle Show](#) presented by Bicycling Magazine on Friday and Saturday, June 4 and 5, at the Pennsylvania Convention Center. After two indoor days of exhibition, the consumer Show, with over 100 cycling, health, fitness and lifestyle exhibitors, will move outdoors alongside the race course at the foot of the Philadelphia Museum of Art on Sunday’s race day. More details will be released shortly; however, the Philadelphia Bicycle Show is being designed to showcase the top bicycles, equipment and fashions as well as many products and services available to health and fitness conscious consumers. Attendees will also have a chance to meet and talk with some of the top pro teams, trainers and suppliers who are in for the big race.

“The TD Bank Philadelphia International Cycling Championship is unlike any other event in the country, featuring the world’s top cyclists, some of the most enthusiastic fans in cycling, the steep half-mile climb up the Manayunk Wall and now a premier bicycle show, too,” said David Chauner, president of Pro Cycling Tour and co-founder of the race. “Most importantly, the race has become a must-see

Philadelphia tradition that showcases the City and celebrates the ultimate in conditioning, stamina and determination.”

In addition to the Philadelphia International Championship, the event’s companion race, the Liberty Classic, will celebrate its 17<sup>th</sup> anniversary and feature the world’s top women’s teams and at least a thousand casual cyclists will once again have the opportunity to ride the Championship Course before the pros in the annual Philly Fun Ride.

### **Come One, Come All**

All of the events are free and open to the public, but building off of last year’s great success, special VIP tickets will be sold for Champions Row tents along the start/finish line, putting race fans at the center of all the ceremony and drama that unfolds there. In fact, last year, several thousand race fans took advantage of this special access.

VIP tickets include prime start/finish positioning, an all-day catered buffet, complimentary drinks, VIP credentials for special access around the course and shuttle bus transport. Perhaps most exciting about these VIP spots is the chance to win one of 10 rides in the race’s official pace car as well as a special appearance by one of the race’s top competitors.

“The Champions Row experience is loaded with benefits for cycling fans and are very similar to how one might purchase club box seats at a stadium or arena,” said Chauner. “The difference is that this experience lasts all day and keeps pace with the racing action lap after lap.”

In addition to the Champions Row VIP tickets, patron packages for corporate and personal entertaining are also available.

For further information on the TD Bank Philadelphia International Cycling Championship, visit [www.procyclingtour.com](http://www.procyclingtour.com).

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### **About Pro Cycling Tour**

The TD Bank Philadelphia International Cycling Championship is owned and managed by PCT Pennsylvania, LLC, an affiliate of Pro Cycling Tour, LLC of West Chester, Pa. Pro Cycling Tour is dedicated to the development and management of quality cycling events and programs in the United States. For the latest news on company activities, go to [www.procyclingtour.com](http://www.procyclingtour.com).

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