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## **PRO CYCLING RETURNS TO THE STREETS OF BIG D**

High-speed, break neck action thrills fans in Victory Park

DALLAS (Feb. 16, 2009) Sports fans that enjoy heart pounding, fast-paced action will once again have the opportunity to cheer on some of professional cycling's biggest stars, including the TX TOUGH Cycling athletes, when the TX TOUGH Grand Prix returns to Dallas in Victory Park on September 17th, 2009. The carnival-like atmosphere attracted nearly 10,000 spectators to the shadows of the American Airlines Center last year and the evening features opportunities to eat amazing food and listen to live music while watching America's top cycling professional's battle to be crowned the next TX TOUGH Champion.

"This is one of the best events we've ever hosted in the plaza," said Dave Brown, General Manager of the American Airlines Center. "To see these athletes race through the streets is breathtaking. The atmosphere around the arena is electric and it's an opportunity for everyone to have a great time."

To attract even more top talent, TX TOUGH organizers have adjusted the date of this year's event by one week to accommodate riders who are scheduled to compete in the Tour of Missouri the week prior and have expressed interest in coming to Texas. This year's race is also included as part of the 2009 USA Championship Crit Series, a series that includes some of the nation's fastest and most prestigious bike races, and the Grand Prix is slated to be the final showdown before the series finale in Las Vegas.

The TX TOUGH Grand Prix is a high-speed, circuit style bike race known as a criterium. Professional cyclists will race around a 1500-meter loop through Victory Park in downtown Dallas reaching speeds in excess of 50 MPH. The event will feature more than 100 professional riders competing for a piece of the \$25,000 cash that is up for grabs.

The TX TOUGH Tour is a three-stage athletic pledge fundraiser created to exclusively raise money for Children's Medical Center in Dallas. The tour includes a Run, Swim and Bike stage each held at different times during the year. The TX TOUGH Grand PRIX is the official kick-off to the bike stage held every September. This year's TX TOUGH bike stage takes place on Sunday, September 20<sup>th</sup> and Saturday, September 26<sup>th</sup>. Re-formatted from 2008, this year the Bike stage offers participants the opportunity to bike thru downtown Dallas on a 10K (6.2 mile) course completely closed to traffic, on Sunday, September 20<sup>th</sup>. Participants will have more than 4 hours to ride on the course and can do as many laps as they would like. "Our hope is this will appeal to even more families than participated last year and give moms and dads the

opportunity to do something with their kids while doing something wonderful for Children's," said Geoff Godsey, Executive Director. "Those interested in riding longer routes, as a result of the relationship we developed with the Bonham Chamber of Commerce last year, can go back to beautiful Bonham, Texas and choose to ride 14, 28, 44, 54, or 64 miles." Last year's inaugural Bike stage raised nearly \$325,000 for Children's Medical Center. Other TX Tough stages include the Run on March, 29<sup>th</sup> and the Swim on June 14th.

For more information on the TX TOUGH Tour or the TX TOUGH Grand Prix, visit [www.txtough.org](http://www.txtough.org).

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*Children's Medical Center Dallas is private, non-profit, and is one of the largest pediatric healthcare providers in the nation. As the only academic healthcare facility in North Texas dedicated exclusively to the comprehensive care of children from birth to age 18, Children's provides patient care ranging from simple eye exams to specialized treatment in areas such as heart disease, hematology-oncology and cystic fibrosis. In addition, Children's is a major pediatric kidney, liver, intestine, heart and bone marrow transplant center. As the primary pediatric teaching facility for The University of Texas Southwestern Medical Center at Dallas, the medical staff at Children's conducts research that is instrumental in developing treatments, therapies, and greater understanding of pediatric diseases. Children's enjoys a stellar reputation as one of the finest pediatric facilities in the United States. The Joint Commission awarded Children's an "outstanding" ranking, and both U.S. News & World Report and Child magazine have named Children's as one of the nation's top pediatric providers. Children's makes life better for the patients it sees during more than 340,000 visits each year. For more information about Children's visit [www.childrens.com](http://www.childrens.com).*