

Piedmont Charity Sports Promotions, Inc.

212 Hillcrest Dr

High Point, NC 27262

A DREAM UNDER LIGHTS.....IN DOWNTOWN HIGH POINT

Imagine closed circuit bicycle racing with a start-finish under the beautiful lighted canopy of IHFC transportation center in downtown High Point, NC late at night.....

*Next, throw in 350 racers with fast and furious action, along with food, fun and other side events, and you have the dream known as **The High Point City Criteriums**.*

Yes, at the center is bike racing, but at heart, is a mission to promote the City of High Point, North Carolina, showcase its incredible resources, excitement, and energy of the city and its citizens, by hosting the finest criterium races in the Southeast.

*With the guidance of Piedmont Charity Sports Promotions, Mock Orange Bikes Racing Team and under a USA Cycling race permit, the first annual **High Point City Criteriums***

*will **take** place in downtown High Point Memorial Day weekend,*

Friday, May 28 and Saturday, May 29

Chip Duckett, MD and Rodney Simpson, both residents of High Point, personally became consumed with this dream through their long-standing passion of cycling and by continually seeing and **envisioning** the beautiful IHFC transportation terminal as an incredible start - finish area for a downtown race event.

As principal partner of Mock Orange Bikes in Winston Salem, NC, Dr. Duckett also sponsors, supports, and races along with Simpson across the Southeast on a USACycling sanctioned team. "I have wanted to promote and bring a race to downtown High Point for **over three** years but it has just not made business sense.....it still does not. However, it now makes perfect sense for High Point in these difficult times and for me and others as residents who want to support the City, to make this event happen." The leaders of the City of High Point and the High Point **Convention and Visitor's Bureau** are excited and agree and are solidly behind this event. According to Allen Oliver, Director of High Point Parks and Recreation, "**the** city is excited about the goals and potential of this event and it is hoped that with early success, the State Championships can be brought here to High Point and eventually grow to a national caliber pro cycling event in 2-3 years."

Promoting an event such as this requires great energy, commitment and time. Many local citizens and corporations along with Mock Orange Racing Team members and with the help of Piedmont Charity Sports Promotions are donating the efforts, time and money needed to make this event a success. The City of High Point is supporting with significant in kind services. Approximately 350 racers from throughout the Southeast and across **North Carolina** will come to race for two days and experience what likely will be two distinct world-class criterium circuits. The primary goal is that racers will bring family and friends and will stay in the city, thus

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highlighting High Point. The citizens of High Point benefit by having a free fun weekend event in the downtown area.

Also planned are other side activities involving food, arts and music for the entire family. Secondly, it is hoped and expected that additional funds raised above costs of racing will go to local High Point charities including Open Door Ministries, The Community Clinic, and His Laboring Few Ministries. Rodney Simpson mentioned there are hopes of raising \$15-30,000 for these charities. "These monies go indirectly to those citizens needing it most in these difficult times and via these charities that have no government support."

Piedmont Charity Sports Promotions (PCSP) under the guidance of Jim Martin and with the help of Mr. Simpson and Dr. Duckett has promoted THE Piedmont Triad Omnium the past two years in Lexington, NC with overwhelming response from the city and citizens and with over \$30,000 returned in charitable donations. The third annual Piedmont Triad Omnium (THE PTO) returns on July 9-11 and according to Jo Ellen Edwards, Executive Director of Uptown Lexington, Inc., "the excitement and energy created by THE PTO for visitors to uptown Lexington has been incredible. People are already excited about this year's race".

"We now have the experience and knowledge from successes of THE PTO to create an even greater event in High Point.....simply because the downtown venue under lights will be second to none", said Jim Martin of PCSP. According to Dr. Duckett, "This is not just going to be a bike race, nor just another charity event, nor promotion of cycling in general, this is an awesome opportunity to have something new and fun downtown which highlights the City of High Point and its resources and secondarily supports those in greatest need in the city". The momentum is rolling.....

More information about routes, events, prizes, registration and potential sponsorship is available at www.highpointcitycriteriums.com, www.piedmontcharitysportspromoyions.com , and www.thepiedmonttriadomnium.com . Additional information is available on Facebook.

Sincerely,

Chip Duckett, MD
Piedmont Urological Associates

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