

## USA Pro Cycling Challenge Spectators Given Opportunity to Help the Homeless

Just as the cyclists of the USA Pro Cycling Challenge face towering mountains to climb, those whom are homeless have many obstacles they too must overcome to get back on their feet.

To honor its commitment of giving back to the community, the USA Pro Cycling Challenge is pledging up to \$250,000 to Denver's Road Home, the city's 10-year plan to end homelessness. For every spectator that enters to win the \$2,000 grand prize bike at the festival finish line in every host city, \$1 will be donated to Denver's Road Home to help combat homelessness.

"We are honored and thrilled the USA Pro Cycling Challenge selected Denver's Road Home as its charity of choice to support," Amber Callender, executive director of Denver's Road Home said. "The money raised will go directly to provide job training, housing, mental health and substance abuse services, food, shelter, clothing and other support services to the homeless in Denver. We hope every spectator will visit the main booth and register to win the bike and help the homeless."

"The USA Pro Cycling Challenge is an exciting opportunity to showcase the generosity of those who care deeply about our community - our beautiful state. The issue of homelessness is one that is an ongoing challenge. Our community's passionate support of Denver's Road Home has and continues to make a difference in the lives of individuals and families at risk of or experiencing homelessness. The USA Pro Cycling Challenge is yet another example of Denver's tradition of coming together to advance the common good," Christine Benero, President & CEO, Mile High United Way said.

Some people in the homeless community liken the USA Pro Cycling Challenge course to what many homeless individuals and families face during their path to self-sufficiency including daunting hills to overcome and endurance to fight through various obstacles.

The race will finish at Denver's Civic Center Park at 1:30 p.m. on August 28.

For previous information about this pledge, please visit the [USA Pro Cycling Challenge News webpage](#).

To learn more about Denver's Road Home, please visit [www.denversroadhome.org](http://www.denversroadhome.org).

### **About the USA Pro Cycling Challenge**

The USA Pro Cycling Challenge is expected to be the largest spectator event in Colorado history and one of the largest sporting events to ever take place in the United States. For seven consecutive days, 136 of the world's top athletes will race across 518 miles through the majestic Rockies, reaching higher altitudes than they've ever had to endure, more than two miles in elevation. It's the best of the best in professional cycling, competing on a challenging course through some of America's most beautiful scenery, including cities such as Aspen, Vail, Breckenridge and Steamboat Springs.

Referred to as "America's Race" the inaugural USA Pro Cycling Challenge will take place August 22-28, 2011. With more than one million spectators expected at the event, as well as national television exposure on NBC and VERSUS, the USA Pro Cycling Challenge will be one of the largest cycling events in United States history.

More information can be found on the website [www.USAprocyclingchallenge.com](http://www.USAprocyclingchallenge.com) and Twitter page @USAProChallenge.

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