



FOR IMMEDIATE RELEASE

May 2, 2017

Contact: Ace Bollinger, (509) 679-5003 or [acebollinger@nwi.net](mailto:acebollinger@nwi.net)

## **Hundreds of riders coming for this weekend's Tour de Bloom**

WENATCHEE — A year after adding a race in the Upper Wenatchee Valley, the Tour de Bloom stage race and omnium is back for more.

The three-day, two-county cycling event begins this Friday with a stage race in the Plain-Lake Wenatchee-Leavenworth area. The following day, stage and omnium races are held between Squilchuck State Park and Mission Ridge and in downtown Wenatchee. Tour de Bloom then wraps up on Sunday with stage and omnium races on the Waterville Plateau.

"Tour de Bloom has seen participation increase by about 15 percent annually over the past few years, and we are on pace to hit that mark again," said Tour de Bloom's Ace Bollinger. "The Upper Valley stage race includes a section on Highway 2 in Tumwater Canyon and that has been a big hit with riders but so have our other locations in Chelan and Douglas counties. Another big draw is the great weather we always seem to have at this time of year."

A year ago, Tour de Bloom attracted 350 riders, with many coming from elsewhere in the Pacific Northwest and from British Columbia. Local officials estimate the event generates about \$200,000 in economic activity.

Tour de Bloom is organized by the Wenatchee Valley Velo Club, a nonprofit organization founded in the late 1990s. Funds raised from the event go to bicycle safety, advocacy and outreach programs in the two counties.

While the stage races for pro riders always garner attention, the bulk of participants will be entered again in the traditional Tour de Bloom Omnium for amateurs.

Tour de Bloom falls on the final weekend of the Apple Blossom Festival.

"Over the past few years, we have had participants rave about the festival and how their spouses, kids and friends can take in a great community event while they are out racing their bikes," Bollinger said.

Once the Apple Blossom Festival Grand Parade ends on Saturday, the course for the downtown cycling races will be set up by the Velo Club. The first downtown races are scheduled from 3 p.m. to 10 p.m. The scene will again include a beer garden and food from downtown restaurants.

Sponsors this year include Biosports Physical Therapy, Arlberg Sports, Mission Ridge Ski & Board Resort, Van Doren Sales, Pro Build and North 40 Productions.

For more on Tour de Bloom, including course maps, please visit <http://www.wenatcheevalleyvelo.com>.

####