

PRESS RELEASE



CONTACT INFORMATION:

Blue Ridge Cyclery Events Promotions, LLC

Shawn Tevendale

434.995.2453

shawn@blueridgecyclery.com

FOR IMMEDIATE RELEASE

BLUE RIDGE CYCLERY CREATES EVENTS DIVISION AND WILL HOST 2024 CULPEPER CYCLING CENTURY AND TOUR

Charlottesville, Virginia – Blue Ridge Cyclery is proud to announce the formation of Blue Ridge Cyclery Events Promotions, LLC, to help bring cycling events to Virginia. The first event this newly formed entity will be hosting is the 2024 Culpeper Cycling Century and Tour in Culpeper, Virginia on October 5th.

2024 marks the 17th year the Culpeper Cycling Century will traverse the roads in Culpeper County following 100-, 60-, and 30-mile routes. With the continued help and support of Culpeper Parks and Recreation during this transition year, the start/finish location will remain the same, utilizing the recently constructed Fieldhouse.

Blue Ridge Cyclery owner and founder, Shawn Tevendale, jumped at the opportunity to take over the event when it was presented. “This is such a great event for us and so many of our local riders, how could we say no? And with support from Culpeper Parks and Rec, CAMBO, and other local organizations, this is really Culpeper coming together to keep cycling in Culpeper. BRC is happy to help facilitate.”

The formation of an events branch of Blue Ridge Cyclery is something Tevendale saw as a “natural progression” for the company that was founded in 2010 in Charlottesville, VA. Along with supplying bikes, accessories, and service—adding events to the lineup proactively gives “Virginia cyclists something to participate in and look forward to.”

Other organizations that have stepped up to help produce the Century ride include the Culpeper Area Mountain Biking Organization (CAMBO). A group that maintains 10 miles of single-track mountain biking trails on Deer Springs Farm in Rixeyville, VA. Check out their website, cambomb.com for membership, group ride, and volunteer opportunities.

Registration for the Culpeper Cycling Century will open on Monday, March 11 at 9am. Links for registration will be available at culpepercyclingcentury.com, blueridgecyclery.com, and on bikereg.com.

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