

The Boise Twilight Criterium Announces Title Sponsorship

(BOISE, Idaho –June 14, 2011) – The annual downtown Boise Twilight Criterium race will celebrate 25 years of racing on Saturday, July 16, 2011 with a new name in the title. **Exergy Development Group** is stepping up to be the title sponsor for the 2011 and 2012 event.

Event organizers are excited to welcome Exergy Development Group. Their support provides the opportunity to continue to deliver a quality event to the community and attract racers from around the globe, which in turn has a positive economic impact for city.

Exergy Development Group is Idaho's leading renewable energy company. Proudly based in Boise, Exergy's primary focus is commercial-scale wind development that is both innovative and socially and environmentally responsible. Exergy is also the proud sponsor of Team Exergy, a top professional cycling team with UCI Continental status for the 2011 racing season. Bringing its passion for renewable energy and cycling to a local level, Exergy is proud to support the community-based Twilight Criterium.

The event has had wonderful support from many local companies over the years, with most returning year after year. "The many sponsors and volunteers are who make it possible for this race to happen in our community," said Mike Cooley, Race Director.

The electric atmosphere and fast-paced, high-stakes action draws thousands of people to downtown Boise to watch what has become one of Boise's major summer attractions. Started in 1987 as a grassroots effort to create a premier cycling event that would attract more participants to the sport, the Twilight Criterium provides an enjoyable family-oriented event for the community, while also attracting the best in the sport.

Sanctioned by the U.S. Cycling Federation, the event is on the National Cycling Racing Calendar and on the USA Crit Series tour, the Twilight Criterium is a timed criterium that lasts one hour plus 5 laps for the Main Event and 30 to 45 minutes plus 1 lap for the preliminary races. Racers will compete for a purse of \$20,000 in cash and merchandise.

The event has attracted the best in the cycling world including past winner Olympic Gold medalist Kristin Armstrong who now leads the Kids Ride prior to the competitive races, providing local children the opportunity to ride on the course and meet a local hero.

The Pro-Men's race has seen the best in the sport compete at the Twilight Criterium including:

- 2010 Ben Kersten - Flying V, Australia
- 2009 Ken Hanson - Team Type 1, U.S.A
- 2008 Hilton Clarke - Toyota United, Australia
- 2007 Ivan Dominguez - Toyota United, Cuba
- 2006 Jeff Hopkins - Jittery Joe's, Australia
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The course runs through Downtown Boise south on 9th & north on 10th Streets and west on Grove and east on Bannock Streets. The start/finish line is located at the intersection of 9th & Main streets.

The event is organized by Race Director Mike Cooley, George's Cycles & Boise Development Cycling a 501 c (3) organization and the Downtown Boise Association.

For more event information go to www.boisewilghtcriterium.com.