



**FOR IMMEDIATE RELEASE**  
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## **A RACE FOR THE REST OF US**

### **Gov. Hickenlooper, The Denver Post and Viaero Wireless steer two-wheelers east to “Pedal The Plains”**

**DENVER — Wednesday, Jan. 18, 2012** — Gov. John Hickenlooper, in partnership with The Denver Post and Viaero Wireless, announced more detail today for a recreational Eastern Plains bicycle tour called “Pedal The Plains” to take place this fall.

“Pedal The Plains will be a one-of-a-kind cycling event celebrating the agricultural roots and frontier heritage of the Colorado Eastern Plains,” Hickenlooper said. “And, maybe most importantly, this event is a ride designed for riders of all speeds and sizes.”

The three-day ride will cover between 30 to 100 miles every day, stopping in multiple towns throughout each day and ending in a new host community each evening. Riders will pedal between entertainment and festivities, eat meals made with local produce, and stay in accommodations ranging from a tent to a bed and breakfast.

Cyclists of all ages and ability levels are all invited to join in the fun through the whole tour, or they can opt for a family-friendly loop ride or a Gran Fondo.

“We are excited to add this tour to our list of signature events, and to prove once again that Colorado is one of the most dynamic cycling states,” said Dean Singleton, Publisher of The Denver Post.

Pedal The Plains isn’t the first bicycle tour managed by The Denver Post. The Denver Post Community Foundation is the organizer of Ride The Rockies, which is in its 27<sup>th</sup> year and has a long celebrated reputation as a world-class cycling event in Colorado.

Pedal The Plains’ design and location have attracted support from business leaders throughout the state including, most notably, Fort Morgan-based Viaero Wireless. The rural wireless provider will be the Presenting Sponsor of Pedal The Plains.

“Viaero is pleased to showcase the hidden beauty and economic vitality of the Eastern Plains of Colorado,” said Frank DiRico, President of Viaero Wireless. “We are proud to provide seamless, wireless voice and data services to the people who live and work in Eastern Colorado and will soon provide 4G wireless broadband services to even better link us all together as we pedal across

the plains this fall.”

Billed as “the end of the cycling season bash,” Pedal The Plains will provide numerous economic benefits and opportunities for host communities, such as lodging stays, restaurant visits and retail, as well as other services including entertainment, community meals, home stays and transportation.

All event proceeds will benefit charitable organizations serving the Eastern Plains.

An advisory committee comprised of regional businesses, community organizations and tourist groups is working to ensure the tour offers the most dynamic experience possible for riders while providing the greatest economic impact for both the host and neighboring communities.

The ride is scheduled for Sept. 21 – 23. The inaugural route will be unveiled and registration details and fees will be announced this spring. For more information about the event, visit [www.pedaltheplains.com](http://www.pedaltheplains.com) and sign-up to receive an e-newsletter.

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