



## **MEDIA ADVISORY: BC SUPERWEEK MEDIA CONFERENCE AND EVENT LAUNCH**

BC Superweek, the biggest cycling series in Canada with a purse of \$120,000, invites you to its special media conference and 2015 event launch on Thursday, July 9th at the BCIT Downtown Vancouver Campus.

Special guests in attendance for media availability include:

- Elite athletes competing in BC Superweek
- Cycling Canada President John Tolkamp
- Cycling Canada Women's Road Program Head Coach Denise Kelly
- BC Superweek event organizers

Each of the BC Superweek events will also have their first place trophies on display. BC Superweek plays a huge role in the identification and development of top riders from all over the world.

DATE: Thursday, July 9, 2015

TIME: 10:00 a.m.

LOCATION: BCIT Downtown Vancouver Campus

Room 825

555 Seymour Street

Vancouver, BC

### **Among the Elite Riders in Attendance:**

**Florenz Knauer** (H&R Block Pro Cycling Team)

- 2014 Tour de White Rock omnium winner
- 2014 Großer Silber Pils Preis Champion
- Three-time Allgäuer Kempten Race Champion (2012, 2013, 2014)
- 2013 Giro di Burnaby Champion
- Two-time third place finisher (2013, 2015) in 3rd stage of Oberösterreichrundfahrt

**Shelley Olds** (Ale Cipollini Team)

- 2015 Nevada City Classic Champion
- 2012 UCI Road World Cup Champion

- USA Criterium National Champion (2010, 2011)
- USA Scratch Race National Champion (2008, 2009)
- Second place, 2010 USA Road National Championships
- 19 career first place finishes
- 20 career second place finishes
- Seventh place, 2012 London Summer Olympics Road Race

**Benjamin Perry (Silber Pro Cycling)**

- 2015 Canadian Road National Criterium Champion
- 2014 U23 Road Race National Canadian Champion
- 2014 Grand Prix Roger Degrendele Champion
- Fifth place, Omloop de Braakman
- Fourth place, Grand Prix Douchy les Mines

**Sara Poidevin (Bicisport Calgary Cycling Club)**

- 2014 Junior Road World Champion
- Second place, 2014 Canadian Junior Road Nationals Criterium
- Third place, 2013 Canadian Junior Road Nationals Criterium

BC Superweek is Canada's biggest professional road cycling series and features more than \$120,000 in prize money available during eight races over nine days. BC Superweek runs from July 10 – 18, and is made up of the Tour de Delta (July 10, 11, 12), UBC Grand Prix p/b Mahony & Sons (July 14), Global Relay Gastown Grand Prix (July 15), Giro di Burnaby p/b Appia Development (July 16) and Beverley by Cressey presents Tour de White Rock (July 17, 18).

Brian Wiebe

Media Relations

BC Superweek

[brian.wiebe@bcsuperweek.ca](mailto:brian.wiebe@bcsuperweek.ca)

604-916-8448

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