



Contact: Jay Gundel  
Phone: 302-658-1674  
Email: Jay@JayGundel.com

FOR IMMEDIATE RELEASE

## Something for everyone at the 7<sup>th</sup> Annual Iron Hill Twilight Criterium in downtown West Chester

**West Chester, PA – March 28, 2011** – On Saturday, July 9, 2011, thousands of visitors are once again expected to descend on the historic downtown of West Chester for a day of family fun and cycling excitement during this year's Iron Hill Twilight Criterium.

Now in its seventh year, the Iron Hill Twilight Criterium finds top professional cyclists from all over the USA competing for supremacy in the USA CRITS racing series. Once again, the start and finish line will be in front of the title sponsor, Iron Hill Brewery & Restaurant, at the intersection of Gay and High Streets. This .8-mile course is as challenging for cyclists as it is exciting for the spectators. The featured event is the Pro-Men's Criterium at 7:45 p.m., when professional cyclists battle it out for 60 laps. Immediately preceding the Pro-Men's event is the Pro and Elite Women's Criterium, at 6:45 p.m. The Amateur Men's Criterium starts the day's racing action at 5:45 p.m.

Victory will not be solely for the cyclists as lucky spectators who enter the Bike Give-Away Contest will be winners, too, when they hear their names called throughout the day.

Complementing the racing excitement, an endless array of family-friendly activities will be happening throughout the downtown area. Besides the many one-of-a-kind shops, boutiques and restaurants for which the town is justly famous, many special race-day events will be returning.

With its business bazaar, food stands and numerous other attractions, the Kinetic Physical Therapy Community Festival will be back at its traditional location along High Street, between Market and Gay Streets. Now with three locations in Chester County, Kinetic Physical Therapy is the area's leader in the treatment of physical impairments and movement dysfunction.

The Market Street Block Party between Church and Darlington Streets will also return for another year of fun with its enticing mix of family-friendly activities, including face painting, pavement drawing, more great food and plenty of live music. Children will especially be excited to learn that the Kids' Zone, the block-long cornucopia of fun activities, is also back.

New this year will be the Grand Sport Auto Cool Zone, where visitors will have an opportunity to escape the July sun, relax in the shade and enjoy refreshing misters.

Of course the day's featured racing couldn't begin until after West Chester Dental Arts Kids' Race at 5:00 p.m.! Here, children 3 to 10 have the opportunity to discover for themselves the fun and excitement of cycling. This friendly competition is free and open to all children three to ten. Winning is just one of the goals on the minds of the children as they furiously pedal their two- or three-wheel bikes and Big Wheels towards the finish line, amidst a backdrop of non-stop cheering by family and friends.

After the excitement of the Iron Hill Twilight Criterium, cyclists will want to spend the next day with the West Chester Cycling Club's post-race cycling outing. A broad selection of tours allow riders to match their ability and interests while pedaling through the picturesque Chester County countryside.

The Iron Hill Twilight Criterium is presented by the West Chester Cycling Classic, a subsidiary of the Greater West Chester Chamber of Commerce, and is a part of the USA CRITS Championship Series, a ten-race series of races in nine cities that will determine the best criterium racers in America. For more information, go to [www.IronHillTwilightCriterium.com](http://www.IronHillTwilightCriterium.com) or call 610-696-4046.

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