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FOR IMMEDIATE RELEASE

Date announced for 7th Annual Iron Hill Twilight Criterium in downtown West Chester

West Chester, PA – Feb 16, 2011 – Katie Walker, President of the Greater West Chester Chamber of Commerce, has announced that the seventh edition of the popular Iron Hill Twilight Criterium in downtown West Chester will take place on Saturday, July 9, 2011.

Thousands of spectators are expected to once again line the streets of West Chester to watch professional cyclists fight for supremacy around the narrow downtown streets. Starting and finishing in front of title sponsor, Iron Hill Brewery & Restaurant, at the intersection of Gay and High Streets, the .8-mile course is as challenging for cyclists as it is exciting for the spectators.

While the focus of the afternoon never strays far from the racing, spectators will once again be able to enjoy the day's other activities, including downtown's endless array of one-of-a-kind shops, boutiques and restaurants.

Ms Walker also welcomed Kinetic Physical Therapy for whom this will be the first year of sponsorship of the popular Community Festival. Returning once again to its traditional location along High Street, this popular attraction features a business bazaar, food stands and numerous other activities. With three locations in Chester County, Kinetic Physical Therapy is a leader in the treatment of physical impairments and movement dysfunction.

Children will be excited to learn that the Kids' Zone, a block-long cornucopia of fun activities, will also be back. Also returning is the West Chester Dental Arts' Kids Race where children 3 to 10 have the opportunity to discover for themselves the fun and excitement of cycling.

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 or call 610-696-4046.

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