



Team Swift Tour of California Fund Raiser Ride Presented by West County Revolution and Echelon Cycle & Multisport

To celebrate the upcoming Amgen Tour of California stage race that is coming to Santa Rosa (<http://www.srcitytoc.com/>) on Monday the 17th of May, we are pleased to announce a special fund raiser ride to benefit All Sport Team Swift Junior Cycling Development Program (www.teamswift.org). This special ride is being lead by Giana Roberge of Team Speed Queen (www.teamspeedqueen.com) a Santa Rosa resident and World Masters Time Trial Champion. The ride is being presented by two of our leading local bike shops, West County Revolution Bike Shop (www.westcountyrevolution.com) of Sebastopol and Echelon Cycle & Multisport (www.echeloncycle.com) of Santa Rosa.



Where To Start



The ride will start from both bike shops and stop at the MBT Lifestyle Festival, located in Courthouse Square, to pick up additional riders. The group from West County Revolution will leave at 10a from 6731 Sebastopol Ave., Sebastopol, CA and from 10:45a from Echelon Cycle & Multisport at 1005 Cleveland Ave., Santa Rosa, CA 95401. The combined group will leave the Lifestyle Festival area from the All Sport Team Swift tent promptly at 11:30a.



Watch The Race

The group will ride over Sonoma Mountain to wait and watch as the pros to come up Bennett Valley. At the intersection of Enterprise and Bennett Valley there will be a hospitality tent hosted by West County Revolution and Echelon with beverages, snacks and other treats. You can check out the current route map for the ride as it departs Santa Rosa to the hospitality tent on Bennett Valley by clicking here <http://bit.ly/czd18k>.



After the pros race by we will pack up and ride our bikes back to Santa Rosa to join in the celebration at the Lifestyle Festival and expanded 3rd St. Entertainment Areas. There will be complementary bike valet parking provided by the Sonoma County Bicycle Coalition.

Celebrate at the Festival

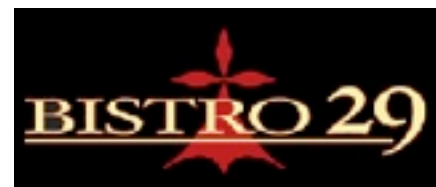


ECHELON
CYCLE & MULTISPORT

All of us riders will probably develop a strong appetite so we have arranged for one of our local restaurants, Bistro 29, to have a section of the restaurant open to the riders. After celebrating the fifth year of the Amgen coming to Santa Rosa, the riders can head over to Bistro 29 and enjoy a tasty menu of French delights provided by Brian Anderson, a former professional cyclist.

Fully satisfied by a full day of cycling, watching the Amgen race and the other festivities, the cyclists will return to the two bike shops at a pace much slower than the pros or even the pace they rode earlier in the day.

There will be a voluntary donation of \$5 per rider for the benefit of Team Swift. To participate in this special ride you will be required to sign a disclosure/waiver, which will be available at the event and have a USAC license or purchase a one day USAC license for an additional \$5.



Tell Your Friends

Tell your friends to join us and watch the pros up close on the course. We hope to see you on this special ride that may include some special "guests". If you want to register for this ride please go to the on-line registration at <http://bit.ly/TeamSwiftMay17>.



All Sport Team Swift

Team Swift Junior Development is a 501(c)(3) non-profit community based youth bicycling organization. Our Mission is to develop elite bicyclists from beginners. Riders of Team Swift range between 10-18 years old. We help move them through the different stages during development as junior cyclists by bringing them many resources including equipment, coaching and technical advice. Team Swift also teaches the rules and etiquette of cycling to help create good ambassadors for our sport as well as good community members.

The Team Swift Organization was developed as a system to identify, recruit and develop cyclists from a small demographic region, give them resources and experience to move to higher levels of the sport. Since its inception, a guiding principle within Team Swift has been to contribute positively and significantly to cycling in America.

It has been a central philosophy of Team Swift that the overall success of American cycling depends upon widespread opportunities for young cyclists. The support of our local cycling community is key to helping more young people experience the benefits offered by Team Swift. We want to bring you fast, smart, swift riders to your communities and cycling clubs.

Team Speed Queen

Established as an outreach to cyclists of all ages and abilities, our goal is to educate, inform and provide insight into the world of recreational and competitive cycling and triathlons.

We provide knowledge in training, racing, tactics, nutrition, fit, power, hydration, stretching, and visualization based on our experience and training within the sport of bicycle racing and recreational riding.

Whether you are competing at the Tour de France, your local race, training to complete your first century or are using your bike to commute, it is our goal to assist you in improving your experience.

West County Revolution Bike Shop

Dedicated to our customers and our community. We know the passion and pleasure of bike riding and want to share it with you and everyone. We pride ourselves in providing the Best Bikes, the Best Service and the Best Cycling Experience in the West County area.

We are a full service bike shop in Sebastopol, CA as well as provide bicycles for rental ranging from easy to ride hybrids to the top of the line BMC Team Machines. We strive



to serve the people of Sonoma County as well as the visitors who come to visit Wine Country and all the beautiful places here.

Echelon Cycle & Multisport

Echelon Cycle & Multisport is based on the constant pursuit of efficiency, and improvement. Echelon's owners were tired of sending people all the way to Davis or San Francisco to find what they needed to get involved in swimming, biking, and running, more specifically – the sport of Triathlon. To remedy this long commute to attain goods needed for three sports combined, we recognized the market, and enhanced Sonoma County as a hub for all things active and outdoors. Since opening in 2008, Echelon Cycle & Multisport has blossomed into a resource for both road cycling and triathlon. We pride ourselves on being a hub for knowledge, advice, and quality training and racing equipment. Since we hate to buy things twice ourselves we employ programs like our saddle demo project, wetsuit rentals, and extended bicycle test rides to ensure that you're getting the best device to get you to the next level in your athletic pursuits.

Bistro 29

Bistro 29 is a traditional bistro specializing in "Breton" regional cuisine. The number 29 comes from the department of Finistère (end of the earth) located in the upper tip of northwest France. Known for the Galette de blé noir (traditional buckwheat crêpe) and sweet crêpes, Bretagne also uses a variety of local seafood and produce that can easily be found in and around northern California. The restaurant is located at 620 Fifth Street, Santa Rosa, CA 95404.