

PRESS RELEASE
For Immediate Release

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Colorado Masters State Criterium Championship, Lucky Pie Criterium
Bike race roars into Louisville on Sunday, August 9

ALL NEW RACE COURSE!

LOUISVILLE, Colo., (July 8, 2015) — Sonic Boom Racing p/b Lucky Pie is once again hosting the Colorado Masters State Criterium Championship with an all new course and new name. The Lucky Pie Criterium (formally known as The Sonic Boom Race), returns to Louisville on Sunday, August 9 with a flat, fast, 6 corner course on wide smooth streets.

The race course will start on Front Street in front of Lucky Pie for a right-hand roll out on to Elm Street. The course follows a counter-clockwise path down Main & Roosevelt turning left on Bella Vista and around Louisville's largest public park, Community Park. The finish is a long straightaway down County Road for a championship style sprint finish.

In addition to being the Masters Championship, The Lucky Pie Criterium will offer separate races for the following non-masters categories: USAC Senior Men P-1-2, 3, 4, 5 and Senior Women 4. Competitors will be able to race in multiple masters and non-masters events. The first race is \$30, if pre-registered before 10pm on August 7th, and \$40 on the day of the race. All additional races are \$15. Registration is in the Lucky Pie parking lot.

The popular Sweet Cow Kid's Race will return again this year as a part of the race day events, and it is free to all children aged 8 and under. Kid's Race participants will use the championship race course. All kids receive free Sweet Cow ice cream and a ribbon from All-West Trophies. Parents are welcome to ride or walk around the race course with their children during the Kid's Race event. Kids can register for the race online or on the day of the race at race registration. Staging to start the Kid's Race will be in the Lucky Pie parking lot.

Lucky Pie will provide pizza from their new mobile, wood-fired pizza oven in the afternoon, and it will host a Post-Race Party on the Lucky Pie lawn for racers and spectators, immediately after the finish of the last race at 6:30pm. The Post-Race Party is free to all race participants, and \$10 per person for all others. Kids eat free.

The Lucky Pie Criterium offers opportunities to volunteer on race day in exchange for a free race entry. Volunteers receive a t-shirt and snack as well. You don't have to be a bike racer to sign up to volunteer. All are welcome. Please send an email to race@sonicboomracing.com to get your volunteer position.

The Lucky Pie Criterium is promoted by Sonic Boom Racing, Louisville's hometown competitive cycling team, which was founded in 2004 by four passionate cyclists, and today has 60 top-level amateur riders spanning 30 years in age. "Our goal as a competitive bike racing team is to be as well-rounded as possible," said Sonic Boom team leader and Sonic Boom Race

Promoter Andy Johnson. “We are a very strong team. We’re always competitive. At the same time we are very focused on the community we build together and the community we live in.”

For registration information follow this link: USACycling.org/register/2015-2382.

For the race flyer follow this link: usacycling.org/events/getflyer.php?permit=2015-2382.

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Lucky Pie Pizza and Tap House in Louisville is located at 637 Front Street in historic Louisville, Colo. Follow them on Twitter at @LuckyPiePizza. Lucky Pie Pizza and Tap House in LoDo is located at 1610 16th Street in Denver, Colo. Follow them at @LuckyPieLodo. For more information on Lucky Pie Pizza and Tap House, visit www.luckypiepizza.com. For more information on Sonic Boom Racing, visit, www.sonicboomracing.com. For interviews with the owner, [Brendan McManus](#), or with Race Promoter/Team President/co-Founder [Andy Johnson](#), call 303-249-1624.