

ELECTRIC CITY CLASSIC

Presented by

Geisinger

2019 Electric City Classic,
Downtown Scranton, PA.
Photo by Matt Jones.



2022 Media Kit

A project of





ELECTRIC CITY
CLASSIC

Announcement

FOR IMMEDIATE RELEASE

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Ride, run & cheer in the Electric City Classic! Race weekend features activities for everyone, August 27 & 28

(SCRANTON, PA) — A weekend of cycling is coming to Scranton, providing the perfect opportunity for people of all ages to celebrate the end of a beautiful summer in the Electric City.

A project of Scranton Tomorrow, presented by Geisinger, the Electric City Classic will be held on Saturday and Sunday, August 27 and 28. The event features a criterium on Saturday, from 10 a.m. to 8 p.m. in downtown Scranton, and the Electric City Classic Hill Climb on Olive Street in the Hill section of Scranton on Sunday, from 10 a.m. to 1 p.m.

“We are so pleased to bring the Electric City Classic to Scranton once again. The event draws thousands of people into the Downtown Scranton Business District, and it really showcases the natural beauty of our City,” said Leslie Collins, president and CEO of Scranton Tomorrow. “On race weekend, we encourage everyone to visit the many unique shops, restaurants and pubs in the Downtown Scranton Business District, all within walking distance of the course.”

Saturday’s criterium is a spectator’s dream. A crit is a race on a short-circuit course where professional and amateur cyclists complete multiple laps at speeds up to 45-miles per hour, just inches away from each other. Fans cheer along the sidelines as riders whisk past them every 90 seconds. Gabe and Kacey Lloyd, owners of Long Tail Creative, partner with Scranton Tomorrow to organize the event and design the course. Featuring 10, highly-technical turns, the course poses an exceptional, and welcome, challenge to riders. Following rave reviews from 2019 participants, this year’s race has been designated as the Pennsylvania State Criterium Championship.

In addition to watching professional races, Saturday’s event features plenty of ways for members of the community to join in the fun, including: races for novices and experienced cyclists holding USA Cycling licenses; handcycle races; a group ride on the Lackawanna River Heritage Trail; children’s bicycle race; Big Wheel Wars; and more.

(more)



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On Sunday, everyone is invited to ride, run and cheer in the Electric City Classic Hill Climb. This event features a short, but challenging, cycling sprint up Olive Street (between Taylor and Prescott Avenues) in the Hill section of Scranton. Original, exposed bricks at the top of the hill are an added bonus for those brave enough to take on this steep, historic hill.

Sunday's event includes a No Spandex race for cyclists of all ages and experience levels riding any type of bicycle; a U-5 in Tow event in which parents race uphill with their children under age 5 in trailers, handlebar seats, or other safe transportation; and a wheelbarrow race that takes place at the top of the hill. For those who prefer to sprint on foot instead of two wheels, Scranton Running Company presents the Electric City Classic 1-mile Dash to jumpstart the day.

For more information, and to register, visit electriccityclassic.org, follow Electric City Classic on social media or call 570.953.5901.

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About Scranton Tomorrow

Scranton Tomorrow is a 501 c(3) nonprofit, nonpartisan community and economic development organization working to establish Scranton as the premier urban center of Northeastern Pennsylvania. The mission of Scranton Tomorrow is to mobilize resources to enhance a vibrant environment for Scranton residents, businesses, and visitors. To learn more, visit scrantontomorrow.org.

About Geisinger

Geisinger is committed to making better health easier for the more than 1 million people it serves. Founded more than 100 years ago by Abigail Geisinger, the system now includes 10 hospital campuses, a health plan with more than half a million members, a Research Institute and the Geisinger Commonwealth School of Medicine. With nearly 24,000 employees and more than 1,700 employed physicians, Geisinger boosts its hometown economies in Pennsylvania by billions of dollars annually. To learn more, visit geisinger.org.

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About



2019 Electric City Classic, Downtown Scranton, PA. Photo by Dan Chabanov.

About Us

Scranton Tomorrow is a 501 c(3) nonprofit, nonpartisan community and economic development organization working to establish Scranton as the premier urban center of northeastern Pennsylvania. We have a long history of service to the community, dating back to the early 1990s with a grass-roots effort to improve the quality of life for those who live and work in the City of Scranton.

Today, we're spearheading a host of impactful initiatives, including the development of a Business Improvement District (BID) and downtown brand, creation of a pocket park, safe, clean and green activities, a downtown strategic plan, design guidelines and promotion of the many amenities downtown Scranton offers. In 2019, we added the Electric City Classic to our growing list of projects. The inaugural event was presented by The Wright Center for Community Health and The Wright Center for Patient & Community Engagement.

About the Electric City Classic

The **2022 Electric City Classic** is a project of Scranton Tomorrow, presented by Geisinger. The event features a weekend of cycling fun for all ages. Saturday's main event is a criterium in downtown Scranton, while Sunday features the Electric City Classic Hill Climb on Olive Street in the Hill section of Scranton.

Known as a crit in cycling communities, a **criterium** is a race on a short-circuit course where cyclists complete multiple laps. Downtown Scranton's unique layout, wide streets and beautiful architecture make this an ideal place to showcase hundreds of athletes racing on bikes at speeds up to 45-miles per hour, just inches away from each other. Expect to see thousands of fans cheering them on as riders whisk past them every 90 seconds as they jockey for position.

The race will attract **professional athletes** from across the country, and around the world. Some compete as individuals, while others race on teams. Crits are especially fun for spectators because no other sporting event allows them to get closer to professional athletes.

About the Electric City Classic Hill Climb

In addition to the main cycling event on Saturday, the Electric City Classic will feature the **Electric City Classic Hill Climb** on Sunday, August 28, on Olive Street (between Taylor and Prescott Avenues) in the Hill section of Scranton.

With original bricks at the top of this steep hill, Olive Street is a well-preserved feature of the City's historic past — one that provides a true challenge for all who race by bike, and on foot, to the finish!



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Don't blink — You just might miss an amazing moment

What is a criterium?
A criterium is a bicycle competition featuring a specified number of laps on a closed course. The course is designed on public roads, which are closed to normal traffic. The peloton (group of riders) moves fast with athletes racing at speeds up to 45 miles per hour, jockeying for position every 90 seconds.

Referred to as crits in the cycling community, these competitions test riders' strength, skill, speed and endurance.

They must strategize to secure their position in the race while avoiding crashes, and they must be skilled in cornering, particularly in Scranton, where there are 10 tight turns within a 3-block radius.

Crits are fun and exhilarating for participants and spectators. No other sport allows fans to get as close to the athletes as criterium racing does.

Source: usacrits.com



2019 Electric City Classic,
Downtown Scranton, PA.
Photo by Dan Chabanov.



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Community Events on Saturday

Ride, run & cheer!

There is so much to see and do at the Electric City Classic on Saturday.

In addition to experiencing the rush of the peloton as it roars past the crowd, everyone in the community is welcome to participate in a variety of community events, including:

- **Races for novices and experienced cyclists** holding USA Cycling licenses
- **Handcycle races**
- **Group ride** on nearby Lackawanna River Heritage Trail
- **Children's bicycle race**
- **Big Wheel Wars**, sponsored by the Greater Scranton Chamber of Commerce, a competition on 3 wheels featuring teams of local business professionals

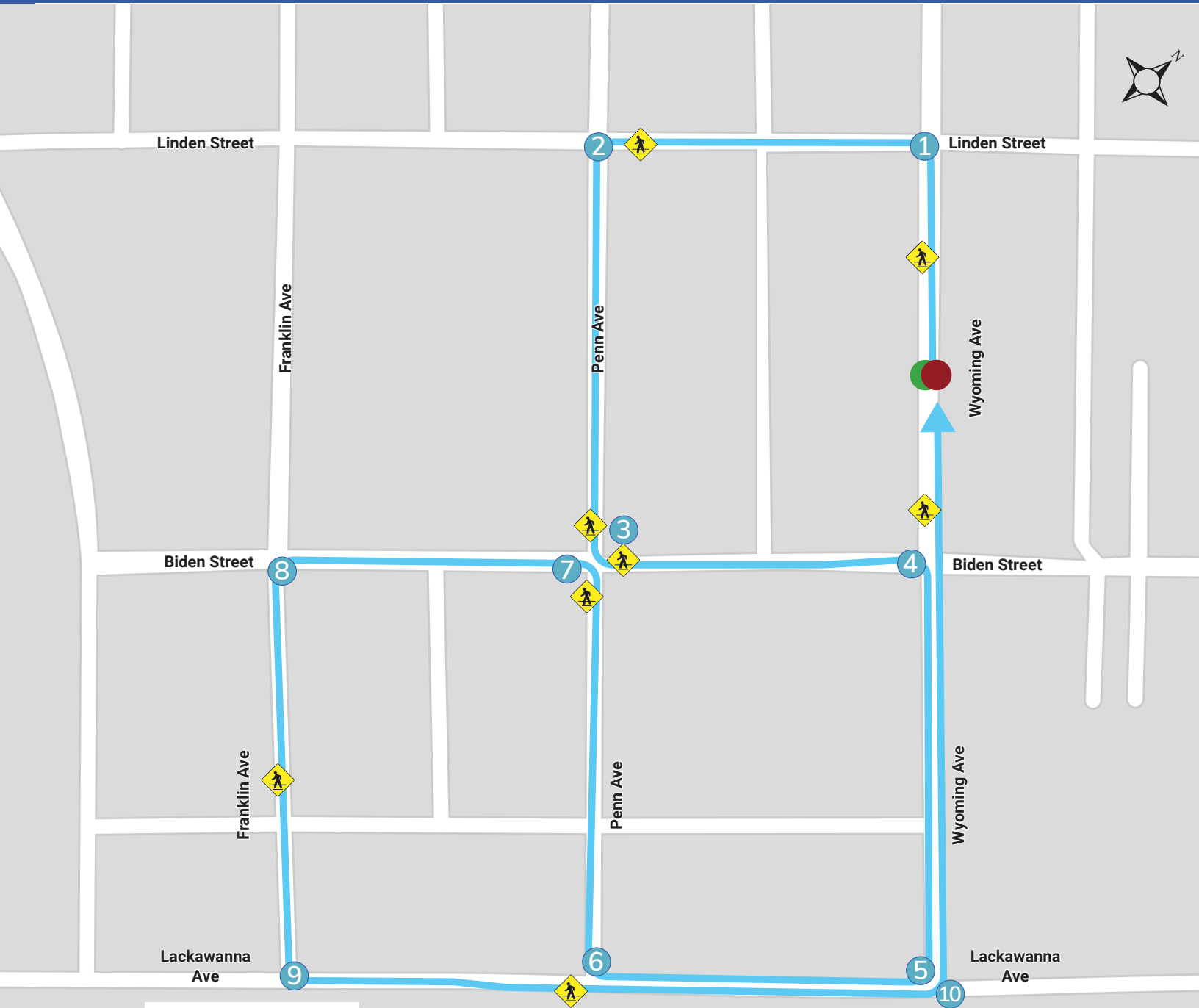
For the complete schedule of events, and registration information, visit electriccityclassic.org.









ELECTRIC CITY CLASSIC

The Course



LEGEND

- Race Course 
- Turn Numbers 
- Course Crossing 
- Start/Finish 

ELECTRIC CITY CLASSIC CRITERIUM

Saturday, August 27, 10 a.m. - 8 p.m.

Start/Finish:

222 Wyoming Avenue, Downtown Scranton





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Spectator Guide

2019 Electric
City Classic
Hill Climb,
Scranton, PA.
Photo by
Matt Jones.



Make the most of your spectator experience

Watching high-speed cycling is fun — a lot of fun! To ensure that cyclists and spectators have a great time, and stay safe, please keep the following in mind:

Do

- Always cross the course at marked course crossings and follow the direction of the course crossing marshals.
- Bring your cheering voices!
- Grab a cowbell and make some noise to support the riders. (Hold on tightly, though! You don't want to accidentally throw your cowbell into the course and cause an accident).
- Bring the whole family for a weekend of healthy fun.
- Make a day of it! In between races, walk through downtown and enjoy Scranton's beautiful architecture, unique shops, and variety of pubs and eateries.

Do Not ...

- Jump onto the course to help athletes who may have fallen or crashed. Don't worry — we will have trained emergency medical personnel on standby to assist any riders who may need medical attention.
- Allow children to sit or stand on top of the crowd fencing with their feet dangling in the course.
- Allow children to sit on low curbs with their feet dangling under the barriers.
- Hang clothing over the barriers that could potentially get snagged or entangled in the handlebars of the riders' bikes.
- Hang your selfie stick over the barriers.
- Jump onto the course to retrieve plastic cups or other debris that has blown onto the course. (You could risk causing a rider to crash into you). Don't worry — we'll have trained professionals on site to handle these situations.
- Fly a drone over the course area without prior written approval from Scranton Tomorrow.



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Electric City Classic Hill Climb on Sunday

Who dares to take on Olive Street?

On Sunday, everyone is invited to participate in the Electric City Classic Hill Climb - *if they dare!*

This event features a short, but challenging, cycling sprint up Olive Street (between Taylor and Prescott Avenues) in the Hill section of Scranton. Original, exposed bricks at the top of the hill are an added bonus for those brave enough to take on this steep, historic hill.

Sunday's event includes the following races, open to everyone in the community:

- **Electric City Classic One-mile Dash**, sponsored by Scranton Running Company. This event is designed for those who prefer to sprint on foot instead of two wheels.
- **No Spandex race**. Cyclists of all ages and experience levels riding any type of bicycle are welcome!
- **U-5 in Tow competition**. Parents race uphill with their children under age 5 in trailers, handlebar seats, or other safe transportation.
- **Wheelbarrow Race**. Competitors bring their own wheelbarrows, and a few brave friends, for this wild race at the top of the hill!

For the complete schedule of events, and registration information, visit electriccityclassic.org.



ELECTRIC CITY CLASSIC HILL CLIMB

Sunday, August 28
10 a.m. - 1 p.m.

Start:
Olive Street
@ Prescott Avenue

Finish:
Olive Street
@ Taylor Avenue



2021 Electric City Classic Hill Climb,
Scranton, PA. Photo by Vishrut Garg.



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Sponsors & Partners

Special thanks to Scranton Tomorrow's sponsors and partners for supporting the 2022 Electric City Classic

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Big Wheel Wars



Classic Supporter



Electric City Classic One-Mile Dash



Media Partners





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