



**ELECTRIC CITY  
CLASSIC**



*a project of Scranton Tomorrow*

**Scranton**  
TOMORROW  
Working Together  
for Our Community

# ELECTRIC CITY CLASSIC MEDIA KIT

**Hundreds of cyclists.  
Thousands of spectators.  
Unlimited healthy fun!**

**August 24<sup>th</sup> & 25<sup>th</sup>, 2019  
Scranton, Pennsylvania**

# ELECTRIC CITY CLASSIC

## ANNOUNCEMENT

### FOR IMMEDIATE RELEASE

June 26, 2019

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## Scranton is on a Roll!

*New Scranton Tomorrow project brings pro cycling to the downtown*

**(SCRANTON, PA)** — A new Scranton Tomorrow project will bring hundreds of professional and amateur cyclists, and thousands of their fans, to the Downtown Scranton Business District this summer.

Members of Scranton Tomorrow announced plans this morning for the inaugural Electric City Classic, a weekend of cycling fun, on Saturday and Sunday, August 24 and 25. The event features a Criterium, or Crit, on Saturday, in downtown Scranton, and the Electric City Classic Hill Climb on the Olive Street hill in East Scranton on Sunday. The formal announcement was made at the Creative and Performing Arts Academy (CaPAA), at 222 Wyoming Avenue.

A Criterium 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 them on as riders whisk past them every 90 seconds while jockeying for position.

“We expect the Electric City Classic to have a substantial economic impact in the region as thousands of people of all ages enjoy race activities, and dine and shop in the Downtown Scranton Business District, and in neighboring communities,” said Leslie Collins, executive director, Scranton Tomorrow. “With community support from our sponsors, partners and volunteers, we look forward to showcasing the best our city has to offer and promoting the benefits of cycling and healthy living.”

The Electric City Classic will attract professional athletes from across the country and around the world. Some will compete as individuals, while others will race on teams. The downtown’s unique layout offered an opportunity for race organizers to develop an intricate and challenging course for participants, and an exhilarating experience for spectators. Crits are especially fun for spectators because no other sporting event allows them to get closer to professional athletes.

The corner of Linden Street and Wyoming Avenue is the start and finish for the Electric City Classic. Saturday’s event features a full schedule of racing and cycling excitement, including a handcycle exhibition with members of Individual Abilities in Motion (I AM), food, music and more. The first race kicks off at 11:45 a.m.

*(more)*

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The fun continues on Sunday with the Electric City Classic Hill Climb on Olive Street in the Hill section of Scranton. This cobblestone street is a well-preserved feature of the city's historic past, and will provide a true challenge for all who race to the finish. Registration for adults ranges from \$15 to \$25. To register in advance, visit [electriccityclassic.org/registration](http://electriccityclassic.org/registration). Registration will be open from 8:15 to 10 a.m. on the day of the event. The Hill Climb's first heat starts at 11:35 a.m.

The Electric City Classic is made possible with support from The Wright Center for Community Health, a non-profit, community-based graduate medical education consortium and safety-net provider of primary care services, and other community-minded sponsors including: The City of Scranton, Lackawanna County Visitors Bureau, Lackawanna County and The University of Scranton. Media partners include: WNEP-TV 16, Entercom, The Times-Tribune, and Lamar Advertising Company.

For more information and a full schedule of activities, visit [electriccityclassic.org](http://electriccityclassic.org) or call Scranton Tomorrow headquarters at 570.963.5901. To learn more about Crits, visit [usacrits.com](http://usacrits.com).

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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](http://scrantontomorrow.org).

### **About the Wright Center for Community Health**

The Wright Center for Community Health and its affiliated entity, The Wright Center for Graduate Medical Education, is a non-profit, community-based graduate medical education consortium and safety-net provider of primary care services. Its mission is to improve the health and welfare of the community through inclusive and responsive health services and the sustainable renewal of an inspired, competent workforce that is privileged to serve. To learn more, visit [thewrightcenter.org](http://thewrightcenter.org).

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# ELECTRIC CITY CLASSIC

## FACT SHEET



## 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. We are pleased to add the inaugural Electric City Classic to this growing list of projects!

## About the Race

The **Electric City Classic** is a project of Scranton Tomorrow presented by The Wright Center for Community Health. The race will be held on **Saturday, August 24, 2019** in historic downtown Scranton. The Electric City Classic is a **Criterium**.

Known as a "Crit" in cycling communities, the event is a race on a short-circuit course where cyclists complete multiple laps. The downtown'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 Hill Climb

In addition to the main cycling event on Saturday, the Electric City Classic will feature the **Classic Hill Climb** on Sunday, August 25, on Olive Street in the Hill section of Scranton. This cobblestone street is a well-preserved feature of the city's historic past, and will provide a true challenge for all who race to the finish!



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## ABOUT CRITERIUM RACING

### What is Criterium racing?

A Criterium race 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. Athletes race 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.

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](http://usacrits.com)



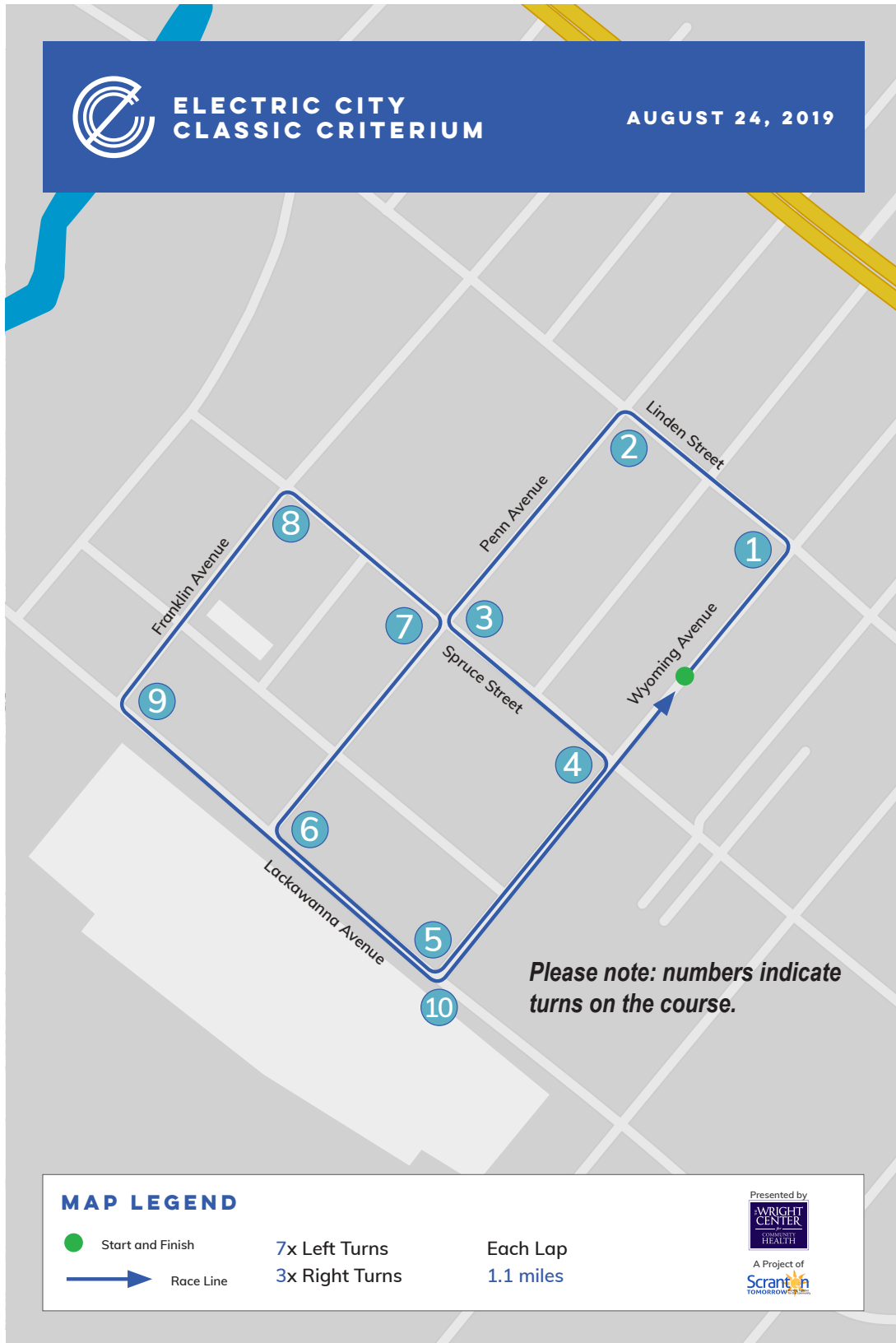
# ELECTRIC CITY CLASSIC

## THE COURSE



ELECTRIC CITY  
CLASSIC CRITERIUM

AUGUST 24, 2019



### MAP LEGEND

Start and Finish  
 Race Line

7x Left Turns  
3x Right Turns

Each Lap  
1.1 miles

Presented by  
**AWRIGHT  
CENTER**  
FOR  
HEALTH

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