



Contacts:

Amy McDevitt
Wells Fargo
(208) 393-2255
Email: amy.l.mcdevitt@wellsfargo.com

Kären Sander
Downtown Boise Association
(208) 472-5250
ksander@downtownboise.org

DBA TO PARTNER WITH WELLS FARGO AND GEORGE'S CYCLES TO PRESENT FUTURE TWILIGHT CRITERIUMS

BOISE, IDAHO – July 24, 2007 – Wells Fargo and George's Cycles, the two companies that started the Wells Fargo Twilight Criterium 21 years ago, today announced they will partner with the Downtown Boise Association to present future Twilight Criteriums.

“The Wells Fargo Twilight Criterium is a major July attraction in Downtown Boise, and it only makes sense that it should come under the DBA's umbrella of events held in the downtown core,” said Sandy Fery, Idaho Region Marketing manger for Wells Fargo. Both Wells Fargo and George's Cycles are very excited about our new partnership with the DBA and believe it's a partnership that will ensure the longevity of the Twilight Criterium.”

“The Twilight Criterium is an important event on the summer calendar for Downtown Boise,” said Karen Sander, DBA Executive Director. “We look forward to working with Wells Fargo and George's Cycles to continue this great tradition.”

Wells Fargo will continue to be the title sponsor of the Twilight Criterium. In addition to its sponsorship, George's Cycles will continue to share its cycling expertise to coordinate logistics related to the cycling events. The DBA will be the primary organizers of the event as they are for *Alive After Five* and *First Thursday*.

The Wells Fargo Twilight Criterium was inaugurated in 1987 as a grassroots effort to create a premier cycling event to attract more participants to the sport; provide an enjoyable family-oriented event for the community; and drive business for downtown merchants and restaurants by attracting people to downtown Boise. Enthusiasm and

support for the race quickly grew after the first year. The electric atmosphere and fast-paced, high-stakes drama was a big hit with spectators and participants alike. Today more than 20,000 boisterous spectators flock to the streets of downtown Boise to enjoy what has become one of Boise's major summer attractions. *VeloNews*, a national cycling magazine, ranks the event the third best criterium in the U.S. behind #1 in Athens, Georgia and #2 in Austin, Texas.

Sanctioned by the United States Cycling Federation, the Wells Fargo Twilight Criterium is part of the USA Crits™ Championship Series, a national series that features the best criterium races and racers in the world. The competition is a timed criterium that lasts one hour plus five laps for the main event and 30 to 45 minutes plus one lap for the preliminary races. The one-kilometer course runs through downtown Boise on Main and Idaho streets between 6th and 9th Streets. Racers compete for a purse of \$20,000 in cash and merchandise.

#