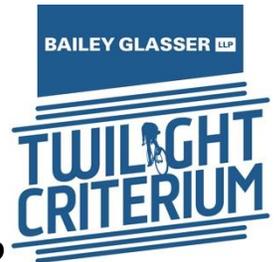


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For information, contact: Mike Cooley, 208-371-5175



Twilight Criterium Ranks Top 10 in Nation and Hits the Streets July 9

Big things are coming to this year's Boise Twilight Criterium, taking place on the streets on Saturday, July 9. The longstanding Twilight Criterium celebrates and supports cycling as a healthy, lifetime sport for cyclists of all abilities, both pro and amateur. This year the new [American Criterium Cup](#) elevates the stature of racing in the United States, bringing together the fastest riders and teams in the country to compete across **10 iconic criterium races** for a \$100,000 prize purse, split evenly between men and women. Celebrating its 35th anniversary this summer, the Bailey Glasser Twilight Criterium lands 5th on the ACC Schedule and is excited to welcome racers and spectators alike to downtown Boise. The racing will be fast and furious as the competition heats up to see who grabs the most points and the grant prize.

"Bailey Glasser is proud to be sponsoring the 35th Boise Twilight Criterium for the second year in a row," said Ben Schwartzman, Managing Partner of the law firm's Boise office. *"Supporting this marquee event of our city's summer, and welcoming world-class athletes to our world-class community, is something that Bailey Glasser delights in sharing with everyone. I look forward to experiencing both the spectacle and our special Boise hospitality, and I extend an admiring vote of gratitude to our fantastic race organizers."*

"The intensity of a criterium race requires strategy, strength, and spirit" added Ben Bailey, a founding partner of Bailey Glasser. *"The opportunity for our law firm to be part of the fabric and culture of Boise by sponsoring the Twilight Criterium inspires all of us."*

In addition to men's and women's professional cycling road races, local fans can expect an enhanced EXPO park opening at 1:00pm with local and regional beverage and retail vendors, food trucks, activities, and the best view of the races. The full day of racing will begin at 11:00am with [new this year] a Junior Novice race, followed by the community favorite Kids' Ride with Kristen Armstrong, powered by our partners Mission43 and Challenged Athletes Foundation. [You can see the full day race schedule here.](#)

Again this year, partners of the Twilight Criterium invite race fans to join the Twilight Trifecta Kickoff Celebration the night before, taking place at JUMP-Boise in conjunction with Free Fry-Day on Friday July 8. In addition to Simplot offering free French fries and sliders, the community can enjoy a free to the public concert thanks to the Criterium's new partnership with ICCU. Festivities take place from 4pm-8pm outdoors at JUMP, is free to attend. Proceeds from the kickoff celebration support the Idaho Food Bank and the Twilight Criterium.

"Idaho Central Credit Union is looking forward to supporting the 25th Annual Boise Twilight Criterium. Idaho Central Credit Union is committed to giving back to the communities we serve and to make them even better places to live and work. We want to wish each participant a safe and successful race." Said Laura Smith, Vice President of Community Development."

The 35th Boise Twilight Criterium is made possible by Title Sponsor Bailey Glasser, presenting sponsor Bronco Motors, and several other event partner agencies, which can be viewed [here](#).

About our Title Sponsor:

Bailey Glasser is a national law firm with 18 offices across the country, handling high-impact and high-stakes litigation and corporate deals for clients of all sizes and in many industries. We are a proud part of the Boise community and are delighted to be the title sponsor of the Boise Twilight Criterium for a second year.

For questions about the Twilight Criterium, please email boisewilghtcriterium@gmail.com
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