



Media Advisory  
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## **Boise Twilight Criterium Hits the Streets July 8**

The Bailey Glasser Boise Twilight Criterium, celebrating 36 consecutive years of crit racing in Boise, is excited to welcome thousands of racers and spectators to downtown Boise on Saturday, July 8. The longstanding Twilight Criterium is proud to be part of the American Criterium Cup (ACC) series, which brings together the fastest riders and teams in the country (and beyond) to compete for a combined series purse of \$500,000, split evenly between women's and men's fields. The ACC highlights the top 10 iconic criterium races through 10 different states in the US.

"For the third year running, Bailey Glasser is thrilled to be the name sponsor of the Boise Criterium. The men and women who come to compete here are inspirational and elevate our wonderful city not only in terms of our being able to host such a premier event, but in elevating all of our spirits, too. As Kristin Armstrong, three-time Olympic Gold Medalist, two-time World Champion, and most decorated U.S. women's cyclist of all time said: "[e]mbrace your sweat. It is your essence and your emancipation." We look forward to sharing sweat and camaraderie in July with all our Criterium guests and fans", said Ben Schwartzman. [Bailey Glasser]

In addition to a day of men's and women's professional cycling road races, local fans can expect an enhanced EXPO park opening at 1:00pm with a local and regional beverage garden, vendors, food trucks, activities, and the best view of the races.

The full day of racing will begin at 12:00pm with the family favorite Kids' Ride, powered by Mission43 and Challenged Athletes Foundation (CAF) - Idaho. The ride starts in front of the Idaho State Capitol and follows the same course that professionals, Olympians, and Paralympians race on. [Register here.](#)

The weekend of Boise Criterium events will kickoff again this year with the Twilight Trifecta, where fans and community members are invited to come downtown and enjoy a FREE concert paired with FREE sliders and FREE french fries, courtesy of ICCU and Simplot, and in conjunction with Free Fry-Day. The Twilight Trifecta festivities take place Friday, July 7 from 4pm-8pm, at JUMP-Boise. The event partners are excited announce BOOT JUICE as the headlining performer of the free concert, with opening showcase from local Ashley Rose Band. [More about the Twilight Trifecta](#)

The 36th Boise Twilight Criterium is made possible by Title Sponsor Bailey Glasser LLP, presenting sponsor Bronco Motors, and several other event partners and agencies which can be viewed along with the full race schedule at [boisewilghtcriterium.com](http://boisewilghtcriterium.com)

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