



2018 COLORADO CLASSIC-VAIL

VAIL TOWN COUNCIL UPDATE
July 3, 2018



COLORADO CLASSIC VAIL

Race Updates

Race starts and awards have moved to Mountain Plaza

Men's teams have been announced

15 of the sport's top international and domestic men's pro cycling teams; including **4 UCI World Tour teams, 5 UCI Professional Continental squads, 5 UCI Continental teams,** and the return of the **national Team Rwanda Cycling.**

Women's teams have been announced and we anticipate the **rider announcement to follow shortly,** coinciding with the Tour de France.





COLORADO CLASSIC

AUGUST 16-19, 2018

2018 MEN'S TEAMS



TEAM EF EDUCATION FIRST -
DRAPAC P/B CANNONDALE



TREK-SEGAFREDO



MITCHELTON - SCOTT



TEAM LOTTONL - JUMBO



HAGENS BERMAN AXELON



HOLOWESKO | CITADEL P/B
ARAPAHOE RESOURCES



ISRAEL CYCLING ACADEMY



UNITEDHEALTHCARE PROFESSIONAL
CYCLING TEAM



RALLY CYCLING



AEVOLO



ELEVATE - KHS PRO CYCLING



JELLY BELLY P/B MAXXIS



SILBER PRO CYCLING



303 PROJECT



TEAM RWANDA CYCLING



PRT



WWW.COLORADOCCLASSIC.COM

COLORADO CLASSIC VAIL

Ancillary Event Updates

Whistle Pig Vail Gravel Fondo is set to take place on Friday, August 17. This gravel ride will take participants on a completely unique 56-mile ride, starting and finishing in the heart of Vail

The Colorado Classic Vail stages will dovetail with back to back performances by **The Jerry Garcia Birthday Band**, at the Gerald R. Ford Amphitheater on **Aug. 17 + 18**. Both shows are selling quickly.

Food, Beer, and Expo Festival

Local business integration, driving positive economic impact





*Please note: The above animations come from the new coloradoclassic.com website; however, have not yet been updated for the revised start points.

COLORADO CLASSIC VAIL

Communication Updates

The Town of Vail, RPM, and the Vail Valley Foundation are working hand in hand with local stakeholders to assure all route information is clearly communicated to those potentially impacted by the event routes within the Town of Vail.

To date, route information has been communicated in the following manner:

- ✓ Letters to stakeholders, Vail businesses and potentially affected residents via email and a direct mailing to over 5,000 Vail addresses
- ✓ Press release to local media outlets
- ✓ Development of a new, interactive coloradoclassic.com website, providing detailed route information

Continued Communication Efforts:

- ✓ A comprehensive communication plan targeting Vail businesses, residents, and visitors across multiple outlets; including email, social media, direct mail, print advertising, radio, community meetings, and press releases
- ✓ Up to date local impact information can be found at coloradoclassicvail.com
- ✓ A neighborhood liaison has been established to help answer any questions from Town of Vail residents

A group of young children are participating in a bicycle race on a paved road. They are wearing helmets and colorful clothing. In the foreground, a child in a blue and red 'QATAR AIRWAYS' jersey and red shorts is riding a red balance bike. To their left, another child in a light blue shirt with a red heart and purple pants is on a silver bike. To the right, a child in a white shirt and dark shorts is on a green bike. The background is filled with other participants and spectators, all slightly out of focus. A large white rectangular box with a thin black border is centered over the image, containing the text 'THANK YOU' in a bold, white, sans-serif font.

THANK YOU