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Melissa Bunker (586) 219-0094

## **M1 Concourse Announces New M1 Cycling Classic on July 17**

PONTIAC, Mich., May 18, 2022 -- M1 Concourse CEO Tim McGrane has announced a new collaboration with the Michigan Bicycle Racing Association (MBRA) and Basemedia Racing to present the new M1 Cycling Classic on July 17. The full day event features races for cyclists ages 9 and up, through ten classes from amateurs to masters.

The M1 Cycling Classic is unique among cycling events in that participants ride on the 1.5-mile Champion Motor Speedway performance driving track. As a spectator friendly facility, fans at M1 Cycling Classic will be able to cheer on cyclists throughout the day as they lap the track. The M1 Cycling Classic is expected to attract as many as 400 entrants of all ages and skill levels. While at M1, fans will be able to purchase a variety of beverages and refreshments from food trucks.

"This partnership allows us to bring a world class event to M1 and enhance our calendar with more one-of-a kind events," said McGrane. "Our 1.5-mile race track will provide a challenging course for the riders that day, while allowing great spectator viewing with amenities you normally would not have at these kinds of events."

Cyclists can register for the M1 Cycling Classic at <https://www.bikereg.com/m1-cycling-classic>.

There are cash prizes and the event benefits M1's charity, The Checkered Flag Challenge, which funds M1 Mobility, an initiative in partnership with Pontiac Community Foundation to provide transportation solutions that connect Pontiac residents with essential community services and programs looking to help drive Pontiac forward.

Chris Donnelly, President, Michigan Bicycle Racing Association says, "Basemedia Racing, in conjunction with the MBRA, is thrilled to have a full weekend of top-level racing in July. The M1 Cycling Classic combined with the Detroit Cycling Championship race provides a great draw for racers across the country. Top quality venues and attractive prize money will draw the talent and ensure exciting racing for fans."

Cyclists throughout the Midwest will be drawn to the Detroit metro area for the weekend of July 16-17 with two days of events. In addition to the M1 Cycling Classic at M1 Concourse on Sunday, July 17, there is the Detroit Cycling Championship, a Pro/Am race through the heart of Detroit on Saturday, July 16, presented by the DAC Foundation.

### **About M1 Concourse**

M1 Concourse blends style and speed, offering the perfect automotive events and entertainment venue at our 87-acre property including a motorsports community of Private Garages and its own private

Motorsports Club. This state-of-the-art facility features indoor and outdoor spaces that overlook the 1.5-mile Champion Motor Speedway performance driving track. M1 can transform any event into a one-of-a-kind exclusive experience. The M1 Concourse is conveniently located on the legendary Woodward Ave. in the city of Pontiac and is less than 35 miles from Detroit's Metropolitan International Airport. M1 Concourse hosts several signature events each season including Woodward Dream Show in August, American Speed Festival in September as well as monthly Cars & Coffee events and Cars Under the Stars. It is the epicenter of all things automotive in Metro Detroit, providing a place where enthusiasts can keep, show, and exercise their vehicles in the company of other enthusiasts