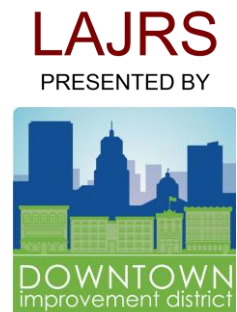




A handwritten signature in black ink, which appears to be "Lance Armstrong".



PRESS RELEASE

FOR RELEASE: Tuesday, March 30, 2010

Lance Armstrong will be in Fort Wayne – not in body, but in spirit!

Fort Wayne, Indiana, March 30, 2010 - The Lance Armstrong Junior Race Series (LAJRS) presented by the Downtown Improvement District, is coming to Fort Wayne and Northeast Indiana, thanks to a local cycling club.

USA Cycling has announced that all 7 cycling events organized by Fort Wayne's Men of Steel Racing (MoSR) have received the LAJRS designation. That means the July 31st Parkview Cycling Festival in downtown Fort Wayne will be a LAJRS event and part of the national LAJRS calendar.

Rich Davis, President of the Downtown Improvement District, a presenting sponsor of the race series, noted that downtown Fort Wayne has become a preferred venue for community and sports-related events. "We believe that cycling is a great fit for our downtown, which again demonstrates its capacity to host a variety of sports and entertainment events on a regional scale."

The inaugural PCF was one of the largest bicycle races in the Midwest, attracting more than 4000 spectators and 200 racers from eight states. The addition of the Lance Armstrong Junior Race Series presented by the DID will add additional excitement to the event.

"Indiana's Men of Steel Racing events have already established a quality level of racing that will assist the LAJRS' in its goal of identifying potential world-class talent," said USA Cycling's National Events Manager Tom Vinson. "We're proud to have these events as a part of the nation's premier junior cycling race series."

The Parkview Cycling Festival will provide racing, points and medals for junior men and women in the following age groups: 10-12, 13-14, 15-16, and 17-18. The top finishers ages 14 and older will have the opportunity to qualify for USA Cycling Regional Development Camps.

"Parkview is looking forward to another great cycling festival," said Sue Ehinger, Chief Operating Officer, Parkview Hospital. "Last year's event was a great success, and this year's event will be a great opportunity for people to visit downtown Fort Wayne and enjoy the many offerings that are available to all age groups. The cycling festival promotes health and fitness, which is an important part of Parkview's mission, to improve the health of the communities we serve."

Other LAJRS events presented by MoSR will include the Indiana State Time Trial Championships in New Haven on July 18th and the Indiana State Road Race Championships in Woodburn on July 25th.

Named after 7-time Tour de France winner Lance Armstrong, LAJRS is entering its 18th season and provides racing opportunities for young cyclists across the nation. Its goal is to identify and recognize potential world-class cycling talent at the junior level – and perhaps the next Lance Armstrong.

For a list of the local LAJRS presented by the DID, please visit www.MenofSteelRacing.com. For more on the Parkview Cycling Festival, please visit www.FWCyclingFestival.com.

About Men of Steel Racing:

This Fort Wayne-based club was started in March 2009 to draw attention to the need for racing vintage bicycles. A year later, the club and its cycling team are the topics of news articles, bike forums, and blogs around the country and world. Around the Midwest, the club is known for putting on well-organized cycling events, including the Parkview Cycling Festival, the Indiana State Time Trial Championships and the Indiana State Road Race Championships. The MoSR cycling team has 20 licensed riders, including 2 women and 3 juniors.

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PARKVIEW cyclingFestival



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