

Press Release
For Immediate Release

In its 5th year West Dundee River Challenge secures sponsorships by AMITA Health St Alexius Medical Center and the Patrick Group

West Dundee, IL - 07/01/21. In its 5th year, the West Dundee River Challenge, presented by AMITA Health St. Alexius Medical Center, welcomes for the first time a partnership with both AMITA Health St. Alexius Medical Center in Hoffman Estates and Patrick Mini/BMW in Schaumburg. The all-day event is Friday, July 16 in historic Old Town North, in downtown West Dundee. Please go to wdundeeriverchallenge.org to learn more about the day.

"After a long wait, bike racing is back and what better way to kick off the 2021 Intelligentsia Cup bicycle racing series than with one of our most challenging racecourses at the West Dundee River Challenge and its 'legbreaker' hill right before the finish line," said Marco Colbert, race director of the Intelligentsia Cup. "The bike racers are eager to race again and I expect to see intense competition in West Dundee," says Colbert.

One focus of this year's event will be diabetes awareness, and AMITA Health St Alexius Medical Center and non profit Winning the Race with Diabetes will team up to bring this message to athletes and spectators alike. "We are thrilled to be the presenting sponsor for this year's West Dundee River Challenge," said Polly Davenport, chief operating officer for AMITA Health's Northwest Region and president and CEO of AMITA Health St. Alexius Medical Center Hoffman Estates. "Staying physically active is one of the most important things you can do to control many medical conditions, including diabetes. So we're happy to support the cyclers in this, the fifth year of this challenge."

Annette Viti, marketing manager at Patrick Dealer group says she is excited to show off the new MINI Cooper Electric 2 door and the BMW X3. "Spectators will earn a chance to win a MINI Balance Bike for ideal training to prepare your child for the real thing or a BMW sporty Baby Racer," says Viti.

"We are very excited to see the growth in this year's event with sponsorship and organization," says Joe Cavallaro, West Dundee's village manager. "We have a committee working very hard to grow this event and our sponsors and local businesses will push the West Dundee River Challenge to be a great summer event for the Fox Valley," Cavallaro adds.

The criterium-style bicycle racing combines this year with the Restaurant and Entertainment Corridor, downtown, featuring local restaurant fare, a beer garden and live music; it also features the KidZone and Expo Area in Grafelman Park, which will provide spectators with free family-friendly activities, shopping and fun. The bicycle racing will run from 9:25 am until 8:15 pm; live music and libations downtown will continue until 10:30 pm.

Free kids activities, afternoon to evening, will feature The Meltdown inflatable challenge game provided by Chicago Institute for Health and Wellness, a Safety Clinic by Team Skyline/Winning the Race with Diabetes and a Bike Rodeo by CAMBr which includes live mountain-bike jumps! The Family Bike Parade, provided by Elder + Oat, kicks off at 6:15 pm with prizes for categories such as Best Super Hero and/or Disney Princess Theme, Family With the Oldest and Youngest Biker, Transformer Theme (a bike that becomes another form of transportation) and Best West Dundee Pride Theme.

The West Dundee River Challenge kicks off the first day of racing in the Intelligentsia Cup Race Series. For more information on the event go to wdunderiverchallenge.org.



The Legbreaker Photo credit Ethan Glading