

FEB 2024

Valley Preferred  
LEHIGH VALLEY HEALTH NETWORK



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# VELO TIMES





# Welcome Back VPCC Family

## *A word from our Executive Director*

### **Bobby Lea**

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Dear Cycling Enthusiasts, Fans, and Riders,

As the Executive Director of the Valley Preferred Cycling Center, it is my honor to welcome you to the 2024 cycling season. We are gearing up for an incredible year, and I'm thrilled to share with you some of the exciting changes that are in store.

We have a calendar packed with international-caliber events. From the American Classic on May 24th through our season finale, Madison Cup, on August 16, there has never been more bike racing packed into a single season at the Valley Preferred Cycling Center.

To our riders: show up fit and ready to race because you'll be racing A LOT. To our fans: if you liked what you saw on the closing night of the 2023 season, just wait until you see what we have in store for you this year! We're committed to delivering the most electrifying weekly cycling spectacle you'll see anywhere in the world.

But that's not all – we've heard your feedback, and we're doubling down on our support for riders. Our commitment to creating an environment where cyclists of all ages and abilities can thrive is unwavering. We're investing in larger prize purses and securing local housing options for out-of-town riders. My staff and I are especially proud of the increased racing opportunities for Juniors, including the new Blink Optical Junior Rider of the Year Series. We curated a race calendar that gives everyone – young and old, professional and amateur – ample opportunities to compete.

Now let's talk about our development programs. We are expanding our outreach to get more kids on bikes. We believe in the transformative power of cycling, and we believe everyone should have the opportunity to experience the freedom and empowerment of riding a bike. Through partnerships with local schools, cycling clubs, and community organizations, we're making it our mission to share the joy of life on two wheels with the greater Lehigh Valley and beyond.

So, saddle up, gear up, and join us this summer. Together, let's make 2024 a year to remember – a year of unity, community, and above all, BIKES!

See you at the track!

# RACE SCHEDULE FOR 2024.



## GEAR UP

AMERICAN CLASSIC SEASON OPENER



**REGISTRATION  
COMING SOON**

### UPCOMING RACES FOR MAY 2024

#### MAY 21

#### SUPER TUESDAY OPENER

- Dust off your gear, glue up some fresh tires, and get ready for an adrenaline-filled night of racing to kick off the summer! Join us for our first night back on the track, with beats blasting and good times rolling. This is the perfect warm-up for our Friday Nights Under the Lights season opener.

#### MAY 24TH

#### AMERICAN CLASSIC

- It's a holiday weekend - duck out of work early and start the party at VPCC. Tailgate with friends, enjoy dinner by the Sticky Pig, and sip on ice-cold drink from the Shangy's Handlebar Cafe. We invite you to kick off the Memorial Day holiday with us as we bring you the ultimate omnium-style racing experience.

#### MAY 31ST

#### MIKE WALTER MADISON

- The Mike Walter Madison returns for its 10th edition, and the pro women will compete for the honor of being the first to engrave their name on the VPCC's newest standing trophy: the Becky Quinn Points Race. And our Bicycle Racing League All-Stars will flaunt their freshly-honed skills and tactics, polished over the previous 8 weeks.



# BICYCLE

**RACING  
LEAGUE**

## Registration

 **REGISTER NOW**

# VELO SPOTLIGHT



VENDOR REGISTRATION NOW OPEN  
FOR SPRING VELOFEST

A blue-tinted graphic featuring bicycle gears and a lightning bolt. The text "SPRING" is at the top, "VALLEY PREFERRED CYCLING CENTER" is in a dark blue bar, and "VELOFEST" is at the bottom with a lightning bolt icon in the 'O'.

# SPRING VALLEY PREFERRED CYCLING CENTER VELOFEST

SEE YOU ON MAY 4TH!

## WHATS IN STORE...

Vendor spots start at \$45, Tickets for adults are \$8 and children under 12 pay only \$6. Whether you're looking to make more space in your garage or score some great deals, reserve your vendor space and buy your tickets now!

The fine print: Velofest runs rain or shine and there is a no-refund policy in the event of inclement weather.



**REGISTER NOW**

# MONTHLY NEWSLETTER



## SUMMER JOBS AVAILABLE

Looking for a gig this summer? The Valley Preferred Cycling Center has got you covered! We're on the hunt for part-time bartenders to pour drinks at the Shangy's Handlebar cafe. Don't worry if you're not an expert mixologist, we'll give you all the tools you need to get started. So, if you're ready to sling some suds at America's premier cycling venue, apply now!

From April to September, VPCC hosts the world's premiere weekly professional cycling series, amateur racing, developmental cycling courses, and other special events. We can't do any of it without our dedicated and passionate volunteers. They lend a hand with everything from registration to ticket sales, greeting spectators, executing nightly promotions, selling merchandise, setting up sponsor displays, and so much more.

If you're interested in joining the family and volunteering at VPCC this summer, please contact Kelli Bertoni at [Kbertoni@thevelodrome.com](mailto:Kbertoni@thevelodrome.com) or call