

# Alabama Cycling Classic 2019 - Earned Media

---

## TV Coverage

3 stations



## Anniston Star

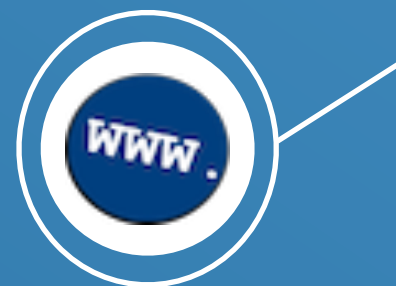
10 unique stories, print/online

8 stories & graphics in NSF/  
SKC Guide



## Online Coverage

68 stories



**\$89,168**  
Publicity Value



**27 million**  
Media Impressions





# Alabama Cycling Classic 2019 - TV News

Online  
Date Impressions

WBMA ABC33/40 - April 11 247000

WEAC TV24 - April 12 20000

WBRC FOX 6 - April 10 204300

## Anniston businesses expected to profit from cycling competition

by Byron Khalil | Thursday, April 11th 2019



(abc3340.com)



ANNISTON, Ala. — Business owners in Calhoun County are planning for a profitable weekend. The city will host a cycling competition with athletes April 13th and 14th.

**WBRC** NEWS LIVE WEATHER SPORTS TV CONTACT US MAGIC CITY

NEWS

## Anniston Noble Street festival

By | April 10, 2019 at 6:12 PM CDT - Updated April 10 at 6:12 PM



ON YOUR SIDE  
**NOBLE STREET FESTIVAL**  
ANNISTON

Anniston Noble Street festival



The City of Anniston is commonly known as a "Cycling Destination." To help kick off the 2019 Alabama Cycling Classic, students involved with the Donoho Art Collaborative created these colorful bikes to display around the downtown area as a contribution to the city. This project is just one initiative of the DAC.

Activities will begin on Saturday for the Sunny King Criterium combined with the Noble Street Festival in Downtown Anniston. The Cycling Classic is the only pro-cycling event in the state that is part of the prestigious USA Cycling Pro Road Tour with more than 500 cyclist competing in this weekend's events.





# Alabama Cycling Classic 2019 - Insight

Online  
Date Impressions

April 2019

610500



**The Alabama Cycling Classic returns to downtown Anniston for two days of cycling. The 17th annual Sunny King Criterium, held in conjunction with Noble Street Festival, is Saturday, April 13, and the Piedmont Road Race is Sunday, April 14.**

The Sunny King Crit is the opening criterium on USA Cycling's Pro Road Tour. The high-speed contest attracts top talent from across the country. With 21 categorized races for various age groups and licensed riders, Saturday is packed full of racing for juniors and professionals.

The one-kilometer, four-turn course leads racers in a counter-clockwise direction from E. 11th Street to Wilmer Avenue, 12th Street, Moore Avenue, and back to 11th. Adding to the excitement, the course crosses Noble Street, right in the middle of Noble Street Festival!

"The King organization is so proud to be a part of the Sunny King Criterium/Noble Street Festival since its beginning 17 years ago. What started as has now become a partnership making Alabama the pinnacle of our State," said Patty the board of Sunny King Group. "Relay for Life continue to benefit. is significant. The Sun Noble Street Festival incredible natural generosity and determination rewarding than that it is a fun-filled day to enjoy together."

The second day of the Classic offers 40-mile

INSIGHT

April 2019



## Like Mother, Like Daughter

By Kelsey Wilhoite

**Mother-daughter duo Debbie and Cate Milne work together both on and off the bike. They will compete in the Sunny King Criterium and Piedmont Road Race in this year's Alabama Cycling Classic.**

Debbie, a 19 year road racing veteran, is a USA Cycling Masters National Criterium Champion and four-time USA Cycling Masters National Road Race Champion. Cate, 24, has been riding competitively for two years. She finished first in the 2018 Piedmont Road Race Cat 4-5, her first appearance in the Alabama Cycling Classic.

Debbie and Cate race for Supra Cycling Club, a group formed under Debbie's business, Supra Functional Food Bars. "We wanted to get a group together under the business name for a two-fold purpose - to get our name out but in the context of contributing to the development of the sport," Debbie explains.

"Presently we have 30 co-ed club members consisting of cyclists, duathletes, triathletes, and marathoners," Debbie adds. "The main goal is to cultivate a love of riding your bicycle and a community of cyclists."

Debbie, a registered and licensed clinical and wellness dietitian and board certified sports nutrition consultant, created Supra Functional Food Bars. She runs the business with Andrew Crater and Cate, a registered dietitian nutritionist.

"I grew up eating these bars, and being able to help her (Debbie's) vision develop into a successful business is so rewarding," Cate says. "I love having one of the best mentors and biggest advocates for

women cycling as my mom and now teammate." Read on to learn more about Debbie and Cate in their individual Q&A spotlights.

LEARN MORE ABOUT THE BARS

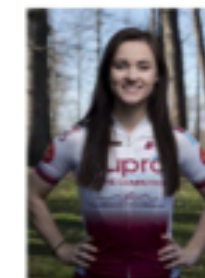
### Cate Milne

#### How long have you been riding?

I have grown up on a bike. I received my first bike on my fourth birthday, it was yellow and my dad put "Aegis" stickers on it to make it look like a handmade carbon bike. I got bikes for so many of my birthdays after that. I took a break from riding around high school due to my commitment to ballet training. I got back on a bike as a junior in college after knee injuries stopped me from other activities like running. All together, I have probably been riding about 13-14 years.

#### What is your favorite thing about competitive riding?

I love the discipline competitive cycling requires. I enjoy having a training plan, following a schedule, and seeing how it gets harder as my fitness improves. I enjoy the direction I get from my incredibly knowledgeable coach, Andrew Crater, and being able to apply it to my riding and races. Having a plan and being able to



INSIGHT

April 2019

19





# Alabama Cycling Classic 2019 - Anniston Star

FEATURED

## Spokesfolks and fans expected to fill downtown Anniston April 13



Racers head through turn 1 during the 2018 edition of the Sunny King Criterium women's pro race in downtown Anniston.

Trent Penny/The Anniston Star



By B. Scott McLendon, Star Staff Writer Apr 6, 2019

The gurgle of water bottles and a muted clicking of gears will add to the usual downtown sounds this Saturday, when hundreds of racing bicyclists and fans of their sport converge on Anniston for the annual Alabama Cycling Classic.

## Festival, races bring crowds to downtown Saturday



Courtney Miesch looks through one of her etched glass trays at Courtney's Etched Glass tent during the 2019 Noble Street Festival in Anniston. Photo by Stephen Gross / The Anniston Star

Photo by Stephen Gross / The Anniston Star



By Amalia Kortright, Star Staff Writer Apr 13, 2019

Masses of people gathered in downtown Anniston on Saturday to take part in two long-standing local traditions: The Sunny King Criterium and Noble Street festival.

Sunny King Criterium director Marilyn Cullinane said both events, which take place concurrently each year, were started 17 years ago.

FEATURED

## Anniston hosts weekend of bike races, riders around the world



Toby Biery and Rick Ayer set up the starting gate on 11th Street for the Anniston Cycling Classic in Anniston. Photo by Stephen Gross / The Anniston Star

Photo by Stephen Gross / The Anniston Star

By B. Scott McLendon, Star Staff Writer Apr 12, 2019

Downtown Anniston will transform into a racetrack Saturday, when hundreds of racers from around the world come to compete in the Alabama Cycling Classic.

Stories Impressions

Print 191,394

Online 2,100,000



The men pro bikers race Saturday during the Sunny King Criterium in downtown Anniston.

## Elevate-KHS dominates men's pro race

BY JOE MEDLEY  
jmedley@annistonstar.com

First there was Toyota Pro Cycling. Then came UnitedHealthcare and fincapie, later known as Holowesko-Citadel.

Elevate-KHS sure looked like the next dominant team in the Sunny King criterium men's pro race Saturday. Eric Young and Alfredo Rodriguez gave Elevate a 1-2 finish to cap a final breakaway that included five of its members, all five in front in points in final laps in downtown Anniston.

"we find ourselves in the front and on the top." As the name suggests, Elevate-KHS is the 3-year-old melding of two teams. The team finished second to United on USA Cycling's Pro Road Tour last year.

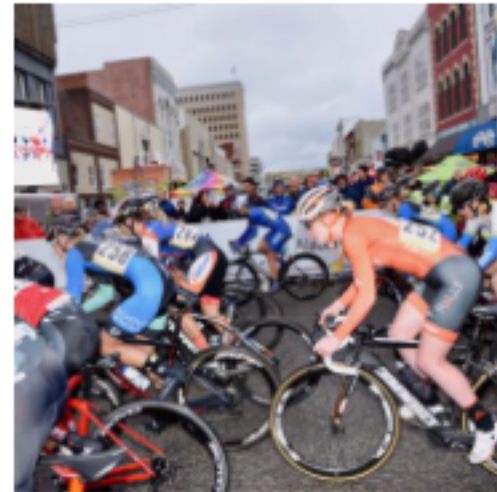
"We dominated some criteriums last year," Elevate-KHS director Heath Bleckgrove said. "We know we have a very good criterium squad, but putting it into reality is another thing." Key additions like Young help. The 30-year-old Geneva, Ill., native is a 10-year professional who came over from Optum-Kelly Benefit Strategies

For now, the goal is to dominate, and Elevate-KHS did just that Saturday. A group of its riders took off with 2007 Sunny King winner Frank Trivieso with 44 laps to go and dominated from there. Trivieso finished third. "I got comfortable the last two laps, because I knew the right tempo," Trivieso said. "The only thing I needed to do was follow the sprinter's wheel. I worked too hard. I was cramping." Elevate-KHS had that effect on people. Others tried to pass. Texas Roadhouse racer Daniel Summerhill went left and passed the lead pack momentarily, while charging up 11th Street





# Alabama Cycling Classic 2019 - Live Stream



## Livestream: Sunny King Criterium

VeloNews.com / April 12, 2019


Watch live USA Cycling Pro Road Tour action from Alabama at the Sunny King criterium, Saturday, April 13. Pro women race at 6:20 p.m. Eastern; Pro men start at 7:30 p.m.

Top Outlets	Online Impressions
VeloNews.com	540,100
CyclingNews.com	942,000
CyclingFans.com	214,800

News By Cycling News April 14, 2019 12:05am  
Updated: April 14, 2019 12:05am Race: Sunny King Criterium

2 comments

**Watch Sunny King Criterium live on Cyclingnews**  
Alabama race is the third stop on USA Cycling's Pro Road Tour



The men's field await the start of the 60-lap Sunny King Criterium (Phillip Darden / www.philipdarden.com)



Alabama Cycling Classic 2019  
Alabama LAPS TO GO 35  
MEN PRO/1/2

AMA POWER SUNNY KING SUNNY KING Sweet Home Alabama

ALABAMA CYCLING CLASSIC START

9:28:48 www.cyclingfans.com



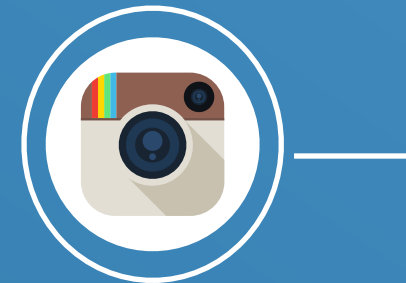
# Alabama Cycling Classic 2019 - Social Media

---

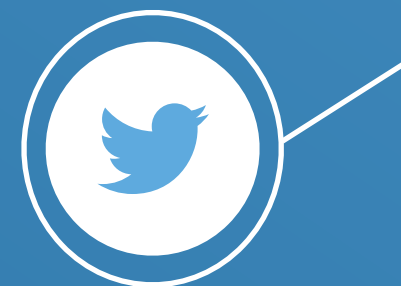
**1924** followers  
128 posts



**192** followers  
151 posts



**850** followers  
106 posts



**12** videos created  
6 #cycling101

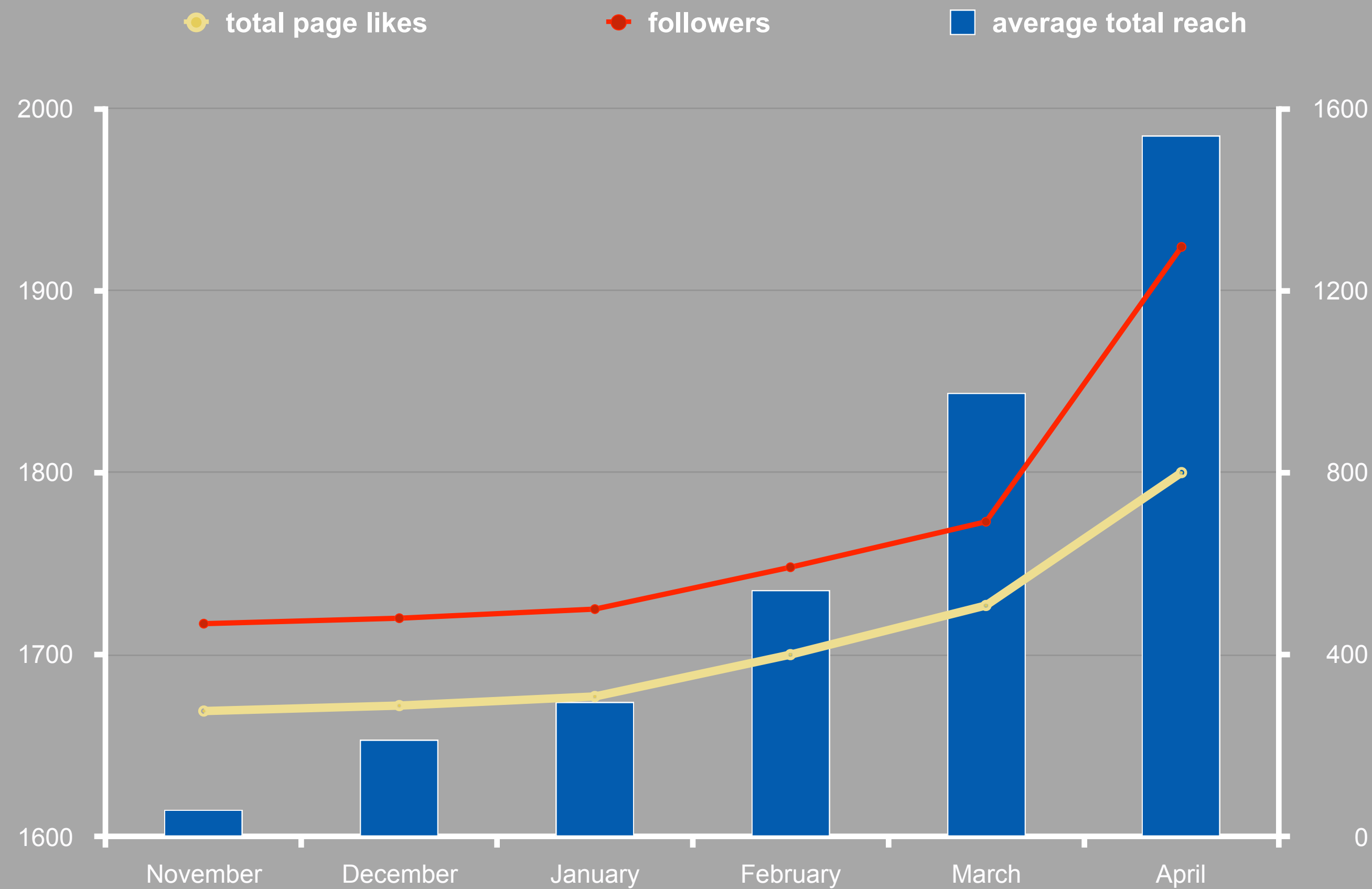


**10** graphics created





# Alabama Cycling Classic 2019 - Facebook



**1800** total likes

7.9% up



**1924** followers

12.1% up



56%



43%





# Alabama Cycling Classic 2019 - Top 5 Posts

Date Total Impressions

Date Total Impressions



April 11

7649



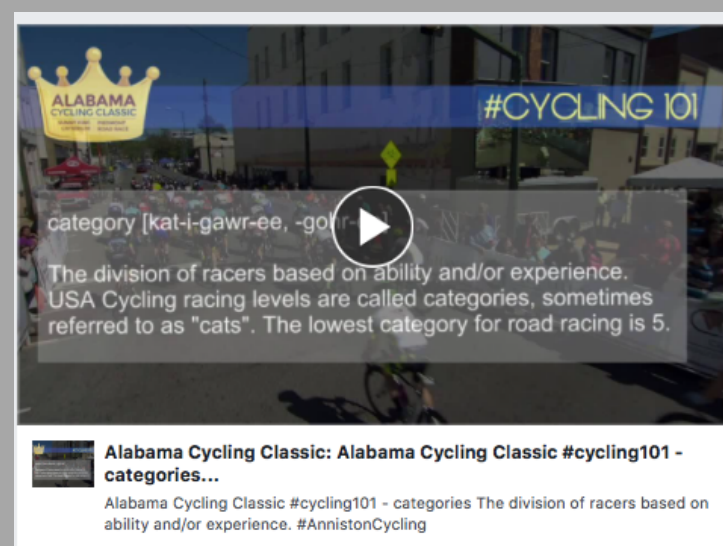
April 16

6681



November 26

6660



March 5

6900



April 13

5370



# Alabama Cycling Classic 2019 - News Shares

---

Facebook pages posting & sharing news about cancellation of Piedmont Road Races:

Alabama Cycling Association

Alabama Cycling and Triathlon News

Piedmont Parks and Recreation

Piedmont Police Department (shared 28 times)

Orange Bees Cycling Team

Alabama Wheelmen

Southeastern Cycling

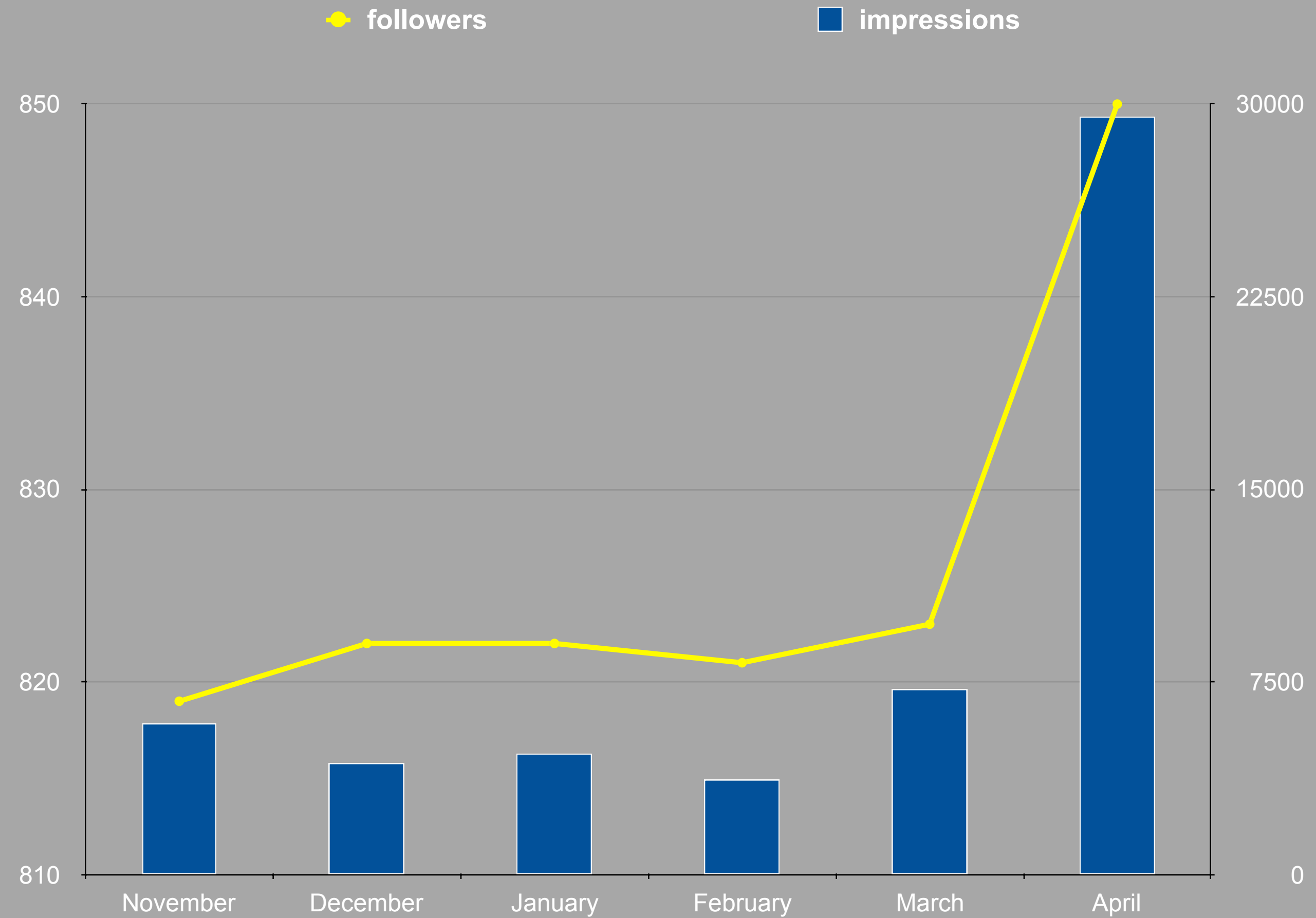
Southeast Velo Racing



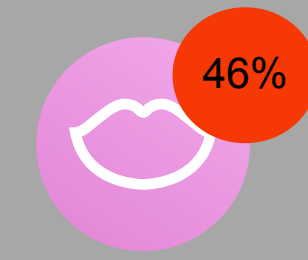
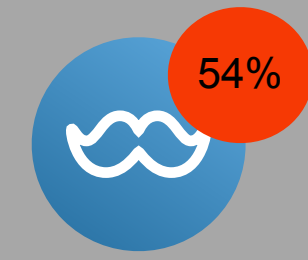




# Alabama Cycling Classic 2019 - Twitter



**850** followers  
4% up







# Alabama Cycling Classic 2019 - Top 5 Tweets

Date Impressions

Date Impressions



April 11

3156



April 13

1239



April 9

1899



April 13

1175



April 13

1055

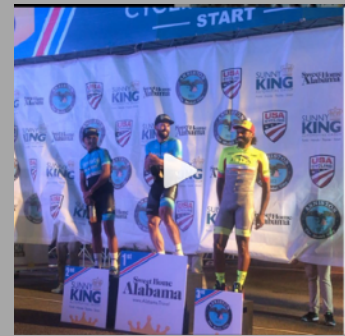




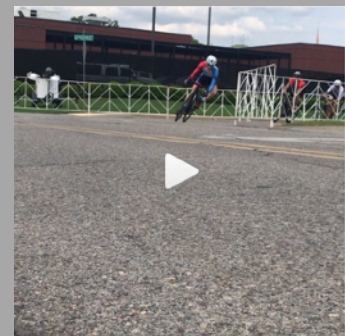
# Alabama Cycling Classic 2019 - Instagram

## Top 5 Posts

### Date



April 13



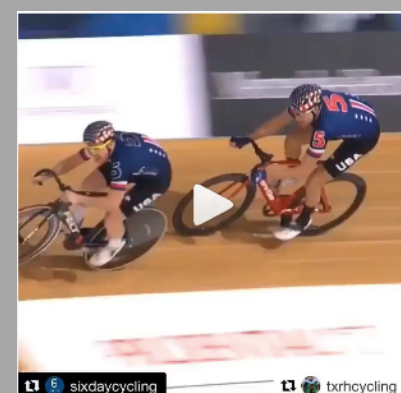
April 13



April 11



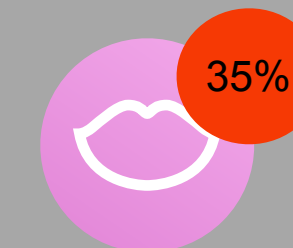
April 10



April 1



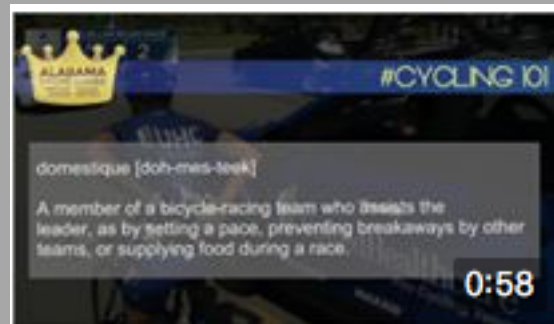
192 followers







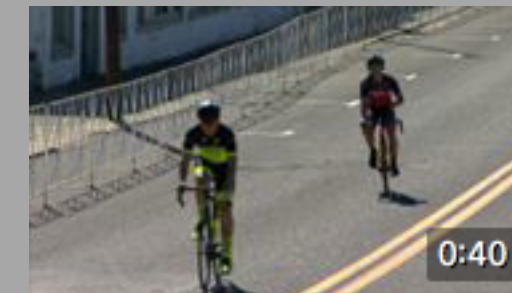
# Alabama Cycling Classic 2019 - Videos



**Alabama Cycling Classic  
#cycling101 Domesticque**  
218 views · February 14



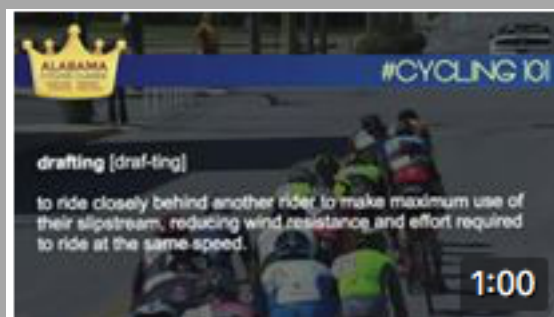
**Alabama Cycling Classic  
#cycling101 - free lap**  
272 views · April 1



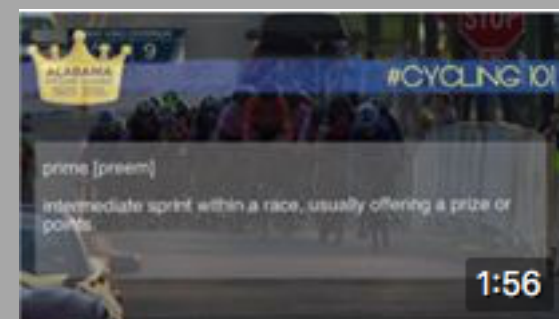
**What a tremendous feeling!**  
574 views · February 19



**Erica Carney (Allar) interview  
2017**  
334 views · April 4



**Alabama Cycling Classic  
#cycling101 - drafting**  
488 views · February 12



**Alabama Cycling Classic  
#cycling101 - prime**  
245 views · March 14



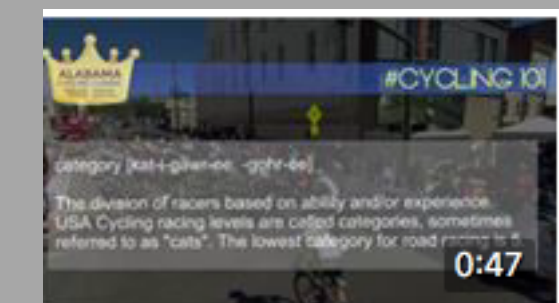
**Alabama Cycling Classic -  
Sunny King Criterium course**  
289 views · March 11



**Start of the Sunny King Crit pro  
men's race at 2017 Alabama...**  
416 views · March 28



**Alabama Cycling Classic #cycling  
101 - peloton**  
520 views · February 27



**Alabama Cycling Classic  
#cycling101 - categories**  
1.8K views · March 5

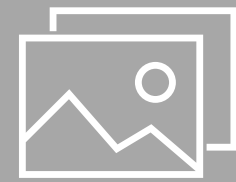


**Alabama Cycling Classic  
#LastLap**  
155 views · March 20



**2019 Sunny King Criterium**  
1.7K views · April 16





# Alabama Cycling Classic 2019 - Graphics

**17th Annual Sunny King Criterium** returns April 13, 2019

**5th Annual Piedmont Road Race** takes place April 14, 2019

**ALABAMA CYCLING CLASSIC**  
SUNNY KING CRITERIUM | PIEDMONT ROAD RACE

by the numbers

**811** RACERS in 2018

14 countries

28 states

12 years youngest racer | 65 years oldest racer

9.5% increase compared to 2017

9 HOURS livestream  
One of only events in U.S. to stream amateur AND pro races.  
6 manned cameras (3 fixed)

+30 K total views | 2 MILES of cabling

13.4 M impressions (75 news stories) | 80 K total reach | 96 K impressions

Created by Lyne Lamoureux for Alabama Cycling Classic.

powered by **PIKTOCHART**

**ALABAMA CYCLING CLASSIC**  
SUNNY KING CRITERIUM | PIEDMONT ROAD RACE

April 13, 2019

**NEABA Fat Tire Crit**

#AnnistonCycling

**NEABA**  
NORTHEAST ALABAMA BICYCLE ASSOCIATION

**ALABAMA CYCLING CLASSIC**  
SUNNY KING CRITERIUM | PIEDMONT ROAD RACE

**\$31K Total Purse**

April 13-14, 2019

**29** categorized events

- junior
- masters
- elite

Sunny King Criterium → 21 categorized events

Piedmont Road Race → 8 categorized events

**Equal Payouts**  
elite women and men will split the \$25,000 prize purse at Sunny King Criterium.

**REGISTER NOW!**

#AnnistonCycling  
annistoncycling.com

**ALABAMA CYCLING CLASSIC**  
SUNNY KING CRITERIUM | PIEDMONT ROAD RACE

How to enjoy Sunny King Criterium

April 13, 2019

**TRAIN formation in final laps**  
Racers will form a fast moving pack in order to launch their sprint and in the position for the sprint.

**HIGH speeds on DOWNHILL section**  
Downhill will use downhill section to increase their lead if possible. Watch the low position of the riders on their bicycles. Riders can exceed 30 miles per hour!

**Four Blocks of Fun**  
All along North Street, from West 11th to the One City Center Building, there are four blocks of fun. The race will be exciting and fast-paced. Enjoying it all! First race starts at 11 am. First race starts at 11 am.

**Turn 4: Fight for POSITION**  
Riders need to be in the front 1/4 of the pack to be in the best position for the sprint.

**UPHILL leads to ATTACKS**  
Riders will use uphill section to attack and try to form a breakaway. Using the uphill as essential with slight leads to break line.

#AnnistonCycling  
annistoncycling.com

powered by **PIKTOCHART**

**2019 Alabama Cycling Classic**  
Sunny King Criterium Schedule  
Saturday, April 13, 2019

Start	Category	Length
10:00 am	Men Cat 5	30 min.
10:40 am	Men Juniors 11-12	20 min.
10:40 am	Men Juniors 13-14	20 min.
10:40 am	Men Juniors 9-10	20 min.
10:40 am	Women Juniors 11-12	20 min.
10:40 am	Women Juniors 13-14	20 min.
10:40 am	Women Juniors 9-10	20 min.
11:10 am	Men Juniors 15-16	20 min.
11:10 am	Men Juniors 17-18	20 min.
11:10 am	Women Juniors 15-16	20 min.
11:10 am	Women Juniors 17-18	20 min.
11:40 am	Women Cat 3/4/5	35 min.
12:25 pm	Men Masters 35+ Cat 4	35 min.
12:25 pm	Men Masters 35+ Cat 5	35 min.
1:10 pm	Men Masters 35+ Cat 1/2/3/4	45 min.
2:05 pm	Men Cat 3/4	40 min.
2:55 pm	Men Cat 4/5	45 min.
3:50 pm	Men Cat 2/3	45 min.
5:35 pm	Mixed Youth 3-8	1 lap (Kids Course)
6:20 pm	Women Pro/1/2	1 hour
7:30 pm	Men Pro 1	60 laps



**2019 Alabama Cycling Classic**  
Piedmont Road Race Schedule  
Sunday, April 14, 2019

Start	Category	Length
9:00 am	Men Pro/1/2/3	81
9:05 am	Men Masters 40+/50+ Open Cat	40
9:10 am	Women Pro/1/2/3	40
12:30 pm	Men Cat 4/5	40
12:35 pm	Men Junior 13-14/15-18 Open Cat	40
12:45 pm	Women Cat 4/5	40



**ALABAMA CYCLING CLASSIC**  
SUNNY KING CRITERIUM | PIEDMONT ROAD RACE

Social Media Explained

- TWITTER**: I'm riding my #bike #happy
- FACEBOOK**: I like bikes
- INSTAGRAM**: here's a photo of my bike #nofilter
- YOUTUBE**: here I am riding my bike
- LINKEDIN**: my skills include riding a bike
- LIVESTREAM**: this is where I watch bike racing from Alabama Cycling Classic.
- PINTEREST**: photos of all the bikes that I want
- SPOTIFY**: now listening to my ride playlist
- SNAPCHAT**: check out this story about my bike ride before it races away
- TINDER**: want to ride a tandem?
- FOURSQUARE**: this is where I ride my bike
- STRAWA**: I was the 3rd fastest up this climb on my bike

#AnnistonCycling  
annistoncycling.com

**ALABAMA CYCLING CLASSIC**  
SUNNY KING CRITERIUM | PIEDMONT ROAD RACE

How to enjoy Sunny King Criterium

April 13, 2019

**TRAIN formation in final laps**  
Racers will form a fast moving pack in order to launch their sprint and in the position for the sprint.

**HIGH speeds on DOWNHILL section**  
Downhill will use downhill section to increase their lead if possible. Watch the low position of the riders on their bicycles. Riders can exceed 30 miles per hour!

**Four Blocks of Fun**  
All along North Street, from West 11th to the One City Center Building, there are four blocks of fun. The race will be exciting and fast-paced. Enjoying it all! First race starts at 11 am. First race starts at 11 am.

**Turn 4: Fight for POSITION**  
Riders need to be in the front 1/4 of the pack to be in the best position for the sprint.

**UPHILL leads to ATTACKS**  
Riders will use uphill section to attack and try to form a breakaway. Using the uphill as essential with slight leads to break line.

#AnnistonCycling  
annistoncycling.com

powered by **PIKTOCHART**