



FOR IMMEDIATE RELEASE  
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## **Bicycle festival returns to downtown Indy Aug. 27 and 28**

*IU Health Momentum Indy includes the FREE Honor Major Taylor Ride presented by ZIPP and open to all*

One of the nation's biggest cycling weekends for both racers and spectators returns Aug. 27 and 28 as the IU Health Momentum Indy hits downtown streets.

Built around two cycling events that draw pro and amateur racers from across the U.S. – Saturday evening's Mass Ave Crit presented by First Internet Bank and Sunday's Indy Crit – the weekend offers activities for everyone, from families who enjoy active community events to professional cyclists competing for thousands of dollars in prize money.

The Mass Ave Crit is a stop on the American Criterium Cup, a ten-race criterium series that elevates the stature of criterium racing in the United States.

"Many of the country's top cyclists – including Justin Williams who leads the L39ION (pronounced "legion") of Los Angeles team – will be competing here, but you don't have to follow professional cycling to have a blast at this event," said Jennifer Cvar, executive director of IU Health Momentum Indy. "Whether you want a street-party vibe with evening racing on Mass Ave or a day-long family-festival feel, IU Health Momentum Indy is the place to be."

Throughout the weekend, spectators will enjoy being a spoke's length away from high-speed racing action, and cyclists of all abilities will have the opportunity to participate in a free community ride honoring Indy's own Marshall "Major" Taylor (1878-1932), a world-class African-American bicycle racer once known as the world's fastest man. The Honor Major Taylor Ride presented by Zipp will pass sites relevant to the barrier-breaking cyclist, who fought racial injustices just to make it to the starting line.

A crit – short for "criterium" – consists of several laps around a closed circuit. The action tends to be intense, as riders compete not only to be first across the finish line at the end of the race but also for cash or product prizes – known as "primes" – awarded at various points throughout the race. Both the Mass Ave Crit presented by First Internet Bank and Indy Crit will feature a series of individual races for cyclists ranging from novices to elite professionals.

The weekend features a variety of events for both spectators and participants.

**Honor Major Taylor Ride presented by Zipp**

WHAT: FREE ride through Indianapolis, including sites relevant to Major Taylor. Distances range from 14 to 50+ miles on routes for bicyclists of all ages and abilities.  
WHEN: Saturday, Aug. 27, 9 a.m.  
WHERE: Downtown Indy, route TBD  
REGISTER: <https://honor-major-taylor-ride.eventbrite.com> (First 50 registrants will receive a free L39ION hat)  
COST: Free to participate (pre-registration encouraged) and free to watch  
VIBE: Everyone is welcome to participate at their own pace!

#### **Mass Ave Crit presented by First Internet Bank**

WHAT: One of America's premiere races and the 9<sup>th</sup> stop of the inaugural American Criterium Cup series. Course includes two corners greater than 90 degrees, making it technically difficult and fun to watch.  
WHEN: Saturday, Aug. 27, 3-9 p.m.  
WHERE: Mass Ave Cultural District, start/finish in the 500 block of Mass Ave (near Goodfellas, Condado, Nine Irish Brothers, etc.) and straightaway in the 400 block of Mass Ave (near BRU, Chatterbox, World of Beer, Tavern at the Point, etc.)  
COST: Free to watch  
VIBE: Twilight race is a party atmosphere with live action in a neighborhood of hip outdoor bars and restaurants and shops along Mass Ave. Live streaming by OutsideTV.

#### **Indy Crit**

WHAT: A family-friendly day of pro and amateur criterium racing surrounded by cycling and fitness activities for all ages.  
WHEN: Sunday, Aug. 28, 9 a.m. to 5 p.m.  
WHERE: University Park, 307 N. Meridian St., Indianapolis  
COST: Free to watch  
VIBE: Daytime races take place along with a family-friendly festival with a kids' race, Riley Children's Health Kids Zone presented by PNC and Meijer, food trucks, drinks and more.

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#### **About the IU Health Momentum Indy**

IU Health Momentum Indy is a two-day outdoor festival celebrating healthy lifestyles through cycling events, family fun and fitness activities. Held in the heart of downtown Indianapolis, it offers attendees both an evening street-party vibe and community-festival feel, with plenty of opportunities to watch cycling events, join organized rides or participate in health-focused activities for all ages. A nonprofit founded in 2010, the IU Health Momentum Indy has contributed more than \$170,000 in event proceeds toward local youth-serving groups. More at <https://www.momentumindy.org/>.

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