

# BLUE RIVER CENTURY



## NEWSLETTER

### IMPORTANT DATES

(\*New events added\*)

#### June 2009

**6/12** - Last day to register before registration price increase

**Friday 6/19**  
Registration 4-8 pm

**5:00 pm YOGA** bring your towel or mat

**6/20/09**

**[Blue River Century and Metric Century](#)**

*benefiting the Lance Armstrong Foundation  
Summit County, CO*

**\*\*[REGISTER NOW](#)\*\***

#### July 2009

**7/25 [Sunrise Century](#)**  
Boulder, CO

#### August 2009

**8/9 [Bob Guthrie Memorial Ride](#)**  
Summit County, CO

**8/9-8/12 [Colorado Peace Ride](#)**  
Durango, CO

**8/23/09 - [Dirty Century](#)**

**8/30 [Venus de Miles Ride](#)**  
Longmont, CO

#### September 2009

**[Moab Century Tour](#)**  
Moab, UT  
9/18-9/20

## Blue River Century and Metric Century

Saturday, June 20, 2009

Summit County, CO

Can't attend and want to make a **general donation** to **Lance Armstrong Foundation** on behalf of the Blue River Century? [Click Here](#)

Want to make a donation towards a **specific 2009 Rider/Participant**? [Click Here](#)



### \*\*\*IN THIS ISSUE\*\*\*

**Important Event Messages**  
**Team Special - 5th Rider FREE**  
**Jersey Update**

**Massage Available - sign up early**  
**Ride Weekend Listing of Events and Lodging Specials**  
**LIVESTRONG Fundraising**  
**Facebook - Discussion Groups**  
**We are on TV!! - 4 minutes of fame**  
**Sponsor News**

### \*\*IMPORTANT EVENT MESSAGES\*\*

The registration fee will go up by \$10 on **June 13**.  
[Register Today.](#)

**Plenty of reasons to come out on Friday!**

The *first 100 riders to pick up their registration packets on **FRIDAY, June 19th*** will get a choice of a **FREE Polar Water Bottle** or a certificate for a pair of **Crocs**.

**FREE YOGA** at 5:00 pm in River Run for **EVERYONE!!**

**BBQ Challenge** on Friday in Frisco (non BRC event)

**FREE Outside Summer Concert** - Dillon Amphitheater (non BRC event)

**River Run Lodging Discounts** for BRC participants  
<http://www.bluerivercentury.com/areainformation.html>

**SAME DAY REGISTRATION** - If you are planning to wait until

the ride to register, please note that you are not guaranteed an event t-shirt and we will not be able to accept credit cards for registration or donations.

**Same day registration will be cash or check only.**

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Don't forget the **TEAM** special - Register as a Team and the 5th rider is **FREE**.\*

\*Discount applies to the 5th rider. See [website](#) for full fee schedule and details.



Century Unisex short sleeve Club fit

**XS, XL and 2XL jerseys still available for ride day pick-up. A second order has already been placed for mid-late July delivery. Currently all sizes are available. You can also place your order on 6/20 for a 6-8 week arrival date. Email [marie@bluerivercentury.com](mailto:marie@bluerivercentury.com) to place your order.**

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### **MESSAGE - sign up early:**

**Available time slots for massage:** 11:00 am - 6:00 pm ride day

**\*Prices:** \$30 for 30 mins and \$60 for 60 mins. \*A portion of the proceeds will be donated to the LAF.

**Sign up early:** email Amy [allthumbs4u@hotmail.com](mailto:allthumbs4u@hotmail.com)

*You can also sign up when you pick up your registration packet on Friday/Saturday. Availability may be limited.*

*(limited number of therapists unless there is significant demand)*

## SCHEDULE of EVENTS

Bring your Family and Friends

### A BIG THANKS to River Run Village for extending Lodging Specials

#### Friday, June 19th

**BBQ Challenge** - 11:00am -9:00pm Frisco Main Street (non-BRC event)  
**Free Concert** - 6:00-10:00pm Dillon Amphitheater (non-BRC Event)

**Packet Pick-up** starts at 4:00 - 8:00 - River Run Village (**1st 100 get a choice of free Crocs (certificate) or a Polar Bottle**)  
**FREE Yoga for Cyclists** (please bring a mat/towel) - 5:00 pm

#### Saturday, June 20th

**Mass Start** for Century and Metric Century - 7:00 am - River Run Village  
**Post-Ride Party** (food, beer and DJ) Free to riders/volunteers, small fee for non-riders. 11:00 am - 6:00 pm - River Run Village  
*Make sure to stick around for the post-ride party - we'll have some great giveaways!*

#### Sunday, June 21st

Father's Day  
Kingdom Days in Breckenridge (non-BRC event)

The 2009 Summit Daily Bike Guide is NOW available. Check it out for some great trails to explore in addition to our ride. You can also find other local events on the Summit Chamber of Commerce events calendar.



Don't forget to stop into the **Pearl Izumi Factory Store in Silverthorne** and receive an **extra 15% discount** off already marked down merchandise. Make sure to print out this newsletter and take it with you to receive the discount.

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## LAF FUNDRAISING

We've got some fundraising momentum but we need your help to keep it going. Help make a difference in the lives of people affected by cancer.

- To search for your fundraising page or create a new one, go to [www.active.com/donate/blueriverlaf2009](http://www.active.com/donate/blueriverlaf2009)
- You can send a personal link from your own fundraising page to share your story or reason for raising money for cancer research.
- Don't forget to check with your company to see if they have a donation matching program.
- You can bring cash or checks with you to registration; please

keep in mind the donation is separate from the registration fee so the checks can not be combined. Checks should be made payable to the Lance Armstrong Foundation. We apologize, but we will not be able to accept credit cards for donations at registration.

- If you would like to make a donation but aren't riding, you can make a general donation that will get credited to the BRC [here](#).

***Don't forget, we've got some great prizes for the top fundraisers. Thanks to our sponsors for making them available for us to give away.***



Find us on Facebook and become a FAN! We've set up some discussion groups for riders to find others to carpool with or possibly share lodging for the ride weekend. We've got other stuff going on as well, new photos, contests to win free registration entry, etc. Check it out!



Make sure to catch Marie talking about the **Blue River Century** in her **Summit Magazine** debut, now available on our [website](#).

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## SPONSOR NEWS

We are pleased to announce that Bear Naked is a new sponsor for the 2009 Blue River Century. Look for their yummy granola in your event goody bag.

The logo for Bear Naked. The word 'BEAR NAKED' is written in a bold, black, sans-serif font. The 'B' and 'D' are stylized with three horizontal orange lines passing through them, representing bear tracks.