



PIEDMONT

Charity Sports Promotion

Piedmont Charity Sports Promotion
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FOR IMMEDIATE RELEASE

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A Dream That Became a Cycling Event Expands

Jim Martin started riding a bike over 10 years ago as a way to lose weight. While riding, he became involved in competitive cycling. Neither of those events may be unique to Martin, but what followed certainly is!

While participating in races across the south, Martin realized many events were held to benefit a variety of causes. During a cycling race in 2007, Martin decided not only would Davidson County be a great location for a race, but he also decided the race would be a benefit a cause he has a passion for – curing Multiple Sclerosis. Martin’s wife Lisa was diagnosed with Multiple Sclerosis about the time he started riding.

He decided it wouldn’t be just a race, but a three day Omnium. “My goal was to have an event that was not only unique in what it offered a cyclist, but also in how it raised money for charity,” said Martin. THE Piedmont Triad Omnium was structured so that business sponsors provided the cash prizes for the racers as well as covered race expenses. This meant 100% of the entry fees racers paid would be donated to the Central Carolina Chapter of the MS Society and other local charities which support healthy lifestyles.

The dream and a passion of one person now brought economic and recreational benefits as well as a new experience to residents of Lexington, and Davidson County. What Martin didn’t know in 2007 was how successful THE Piedmont Triad Omnium would be nor how its impact would grow outside of Davidson County.

Together with other cyclists with a similar passion, in 2009 a non-profit organization was formed, THE Piedmont Triad Omnium, Inc. The non-profit continues Martin's goal to raise money for the MS Society and other charities that promote and support healthy lifestyles and recreation. "Within a few months, we were approached to host similar cycling and sports events in other cities in the Triad," said Martin.

To allow the organization to broaden their focus, the board voted to change the organization's name to **Piedmont Charity Sports Promotion (PCSP)**. This organization will continue to raise funds for the MS Society and other non-profits whose mission or activities promote a healthy lifestyle. "We will soon announce grant guidelines, application dates and how non-profits can receive an application," said Martin.

PCSP will coordinate two events in during the spring and summer of 2010.

The two race event in High Point on May 28 & 29, 2010 will give racers from all over the Southeast an opportunity to test themselves on two separate criterium courses in Downtown High Point, starting & finishing under the lighted canopy of The International Home Furnishings Center Transportation Terminal. This is the first criterium in Downtown High Point and the first sanctioned racing since the Tour Du Pont in the 1980s. The mission of this event is through great racing, to bring awareness to the City of High Point, its citizens and resources, and to give back to the community in form of charitable contribution.

The third annual Piedmont Triad Omnium on July 9-11, 2010. This premiere Omnium takes place in uptown Lexington and Davidson County. In 2009, 800 racers from across the United States spent three days racing through Lexington and the countryside to test their legs and endurance. The Omnium includes a series of race events: a criterium and street sprints held under lights in uptown Lexington and a road race and time trial which start and end at Davidson County Community College.

"We are so pleased PCSP has once again chosen the streets of uptown Lexington for the Friday night Criterium and Saturday night Street Sprints," said Jo Ellen Edwards, Executive Director of Uptown Lexington, Inc. "The excitement and energy created by the event for visitors to uptown Lexington was incredible. People are already talking about the race."

More information about routes, prizes, and registration for each of these events is available at www.piedmontcharitysportspromotions.com, www.highpointcitycriteriums.com & www.thepiedmonttriadomnium.com. Additional information can be located on Facebook.