



GOLISANO
CHILDREN'S HOSPITAL

GRAN FONDO

Thursday, May 23rd 2:00 p.m. - Press Conference – Gran Fondo OVERVIEW

The Golisano Children's Hospital Gran Fondo was designed over the last 60 days between Scott Page, Executive Director of the Rochester Twilight Criterium and John Halleran, on the Board of Directors for the Golisano Children's Hospital. The idea was to come up with a fund-raising concept involving cycling and the Criterium all while benefiting the Golisano Children's Hospital. Two months later we have the Gran Fondo!

To explain, a Gran Fondo is a cycling tour (not a race) that people can do in conjunction with a professional cycling race. The concept is to have people ride their bikes prior to the pro races, return from their adventure (which in this case is the choice of a 10 mile ride or a 50 mile ride, both routes are south of the City of Rochester) and enjoy a VIP experience in the atrium of the Blue Cross Arena. This includes a custom cycling jersey, a dinner, a 1-lap ride on the criterium course between the Women's & Men's pro races and exclusive VIP viewing of the races in the atrium of the Blue Cross Arena.

This event was designed to have ZERO administration costs and 100% of the proceeds go directly to the Golisano Children's Hospital.

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