

**Markel Promotes Bicycle Insurance at 11-Day Tour of America's Dairyland Series**  
*Accessibility and Affordability Promoted to an Average of 700 racers per Day*

(MILWAUKEE, Wis., Aug. 9, 2013) – Markel American Insurance Company left a lasting impression on thousands of cyclists as a gold level partner of the 11-day Tour of America's Dairyland (ToAD) presented by Wisconsin Milk Marketing Board, which spanned 11 Wisconsin communities, June 20-30.

“We are proud to play a major role in one of the premiere cycling series in the United States,” said Amanda Newmeister, Markel Bicycle Product Manager. “Bicycles are cyclists prized possessions, and we were happy to be on-site educating the racers on how simple it is for them to insure their works of art. The athletes were surprised to learn how affordable and comprehensive Markel’s coverage is...and how easy it is to get coverage online.”

Over the 11-day competition, which took place in Shorewood, East Troy, Grafton, Waukesha, Fond du Lac (two races), Schlitz Park in Downtown Milwaukee, Elkhart Lake (Road America), Sheboygan, Downer Avenue on Milwaukee’s East Side and Wauwatosa, Markel provided a safe, secure bike rack area for approximately 700 competing cyclists per day, an important peace of mind to have considering a bicycle is reported stolen every 2.8 minutes in the U.S.

Athletes from 43 states and 13 countries competed for over \$160,000 in cash and prizes before an estimated 153,000 spectators during ToAD. After 11 days of competition, Team TIBCO’s Sam Schneider and Argentinian Ricardo Escuela of Predator-Carbon Repair went home in the Overall Pro Women’s and Pro Men’s jersey, respectively.

“Supporters such as Markel Bicycle Insurance are integral to the future of our sport,” said ToAD Executive Director Jack Hirt. “They understand cycling, provide added value, and offer messaging that cyclists need to hear...your bike is expensive; protecting it is definitely not...so what are you waiting for?”

Continued Newmeister, “The racers were excited to hear that our coverage includes theft, replacement parts, apparel, medical payments, rentals and more. With over 40 years of experience in the specialty insurance market, we’ve listened to what cyclists need.”

**2013 Video/Race Photos available upon request; please contact:**

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