



FOR IMMEDIATE RELEASE

2013 Tour of America's Dairyland Race Venues Announced

Wauwatosa, Wis. – Event promoter Midwest Cycling Series, LLC, has released the 2013 schedule for the **Tour of America's Dairyland presented by Wisconsin Milk Marketing Board** ("ToAD"). The fifth year of the omnium competition will travel to 10 Wisconsin communities in 11 days, June 20 - 30, and include four dates on the USA Cycling National Criterium Calendar ("NCC").

Thursday, June 20 *NCC Event *
Shorewood Criterium Cycling Classic

Friday, June 21 *NCC Event *
East Troy Cycling Classic (Criterium)

Saturday, June 22 *NCC Event *
Giro d' Grafton (Criterium)

Sunday, June 23 *NCC Event *
Waukesha Carl Zach Cycling Classic (Criterium)

Monday, June 24
Sheboygan Criterium

Tuesday, June 25
Schlitz Park Criterium (Downtown Milwaukee)

Wednesday, June 26
Attitude Sports Fond du Lac Road Race

Thursday, June 27
Elkhart Lake Road Race at Road America

Friday, June 28
Fond du Lac Commonwealth Classic (Criterium)

Saturday, June 29
ISCorp Downer Classic (Milwaukee's Eastside)

Sunday, June 30
East Tosa Gran Prix (Wauwatosa)

The 2013 line-up includes the East Tosa Gran Prix in Wauwatosa, a new spectator-friendly host city for the closing day, as well as the return of the closed course Elkhart Lake Road Race at the Road America racetrack.

Online registration is expected to open in March. Updates will be announced on the Official Website (www.TourofAmericasDairyland.com), on Facebook (Tour of America's Dairyland), and on Twitter (@ToADcyclingrace).

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About Tour of America's Dairyland

In 2012, Tour of America's Dairyland awarded over \$140,000 in cash and prizes to racers of multiple categories, including \$31,000 in the Becker Law Women's Series and the \$6,250 Ben's Ultra Prime at the ISCorp Downer Classic. Last year, John Murphy (KENDA-5-Hour Energy) and Laura Van Gilder (Mellow Mushroom-Rose Bandit) took the Overall Pro Men's and Becker Law Pro Women's titles. Claiming the Oarsman Capital Cat 2 amateur green jerseys were Andrew Buntz (Bikes to You) and Jeannie Kuhajek (PSIMET Racing). The Wisconsin Milk Marketing Board has been the presenting sponsor of the Tour of America's Dairyland since the pro-am cycling event's launch in 2009. Over 10,000 cartons of chocolate milk were chugged by ToAD racers as a recovery drink in 2012.

About Midwest Cycling Series, LLC

Midwest Cycling Series, LLC, founder and promoter of the Tour of America's Dairyland, comprises six avid cyclists and successful entrepreneurs including U.S. Cycling Team Olympian and Team Sports, Inc. President Tom Schuler, Olympic Road Race Trials qualifier and former Nova Cycle Sports Foundation President Bill Ochowicz, Milwaukee Junior Cycling Team co-Executive Director Bill Koch, National Senior Olympics competitor Jim Michler, Paul Weaver, founder of one of Wisconsin's longest running multi-sport teams, Team Geargrinder, and Jack Hirt, former executive director of the Bike Federation of Wisconsin, who leads day-to-day operations as Executive Director.

About Wisconsin Milk Marketing Board

Wisconsin Milk Marketing Board has been the presenting sponsor of the Tour of America's Dairyland since the pro-am cycling event's launch in 2009. Over 11,000 cartons of chocolate milk were chugged by ToAD racers as a recovery drink in 2012. Wisconsin Milk Marketing Board is a nonprofit organization of Wisconsin dairy producers that promotes the consumption of milk, cheese and other dairy products made in America's Dairyland. www.EatWisconsinCheese.com

About the USA Cycling National Criterium Calendar

Created in 2012 to showcase the country's top criterium-only events, the National Criterium Calendar (NCC) recognizes the best crit racers on American soil by employing a season-long rankings system that identifies overall men's and women's series leaders. Recognized by the United States Olympic Committee and the Union Cycliste Internationale, USA Cycling is the official governing body for all disciplines of competitive cycling in the United States, including road, track, mountain bike, BMX, and cyclo-cross. www.usacycling.org/ncc

2012 Video/Race Photos available upon request; please contact:

Lisa Downey

Marketing Communications, Tour of America's Dairyland

Mobile: 415.786.2817

Email: lisadowney@midwestcyclingseries.com