

FOR IMMEDIATE RELEASE

8th Annual Tour of America's Dairyland Race Cities Announced *Schedule Includes Return to National Criterium Calendar*

Wauwatosa, Wis. – In 2015, the **Tour of America's Dairyland ("ToAD") presented by Wisconsin Milk Marketing Board** hosted roughly 5,000 racers of multiple categories from Junior to Pro level, from 36 U.S. states and 13 countries. More than \$175,000 in cash and prizes was awarded before an estimated crowd of 155,000 cowbell-clanging spectators, who snapped photos of 245 athlete podium presentations.

Continuing the momentum, ToAD race promoter Midwest Cycling Series, LLC, has released its 2016 preliminary schedule for the eighth year of the omnium competition, which will travel to 10 Wisconsin communities, June 17-26, including one new race venue and two dates on the USA Cycling National Criterium Calendar (NCC).

Friday, June 17

East Troy Cycling Classic *presented by Dennis & Janice Klumb Family Foundation*
(Criterium)

Saturday, June 18

Giro d' Grafton *presented by Aurora Health Care and Celebrate Grafton*
(Criterium)

Sunday, June 19 - Father's Day

Waukesha Carl Zach Cycling Classic *presented by Couri Insurance*
(Criterium)

Monday, June 20

Downtown West Bend Criterium *presented by Delta Defense*
(NEW VENUE)

Tuesday, June 21

Schlitz Park Criterium
(Downtown Milwaukee)

Wednesday, June 22

TBA

Thursday, June 23

Shorewood Criterium Cycling Classic *presented Tim Hart DDS, Rainbow Jersey Bicycles & the Village of Shorewood*

Friday, June 24

Café Centraal Bay View Classic *presented by the KK BID*
(Second-year Criterium on Milwaukee's South Side)

Saturday, June 25 - USA Cycling NCC Event

ISCORP Downer Classic *presented by Smart Choice MRI*
(Criterium on Milwaukee's Eastside)

Sunday, June 26 - USA Cycling NCC Event

East Tosa Gran Prix *presented by East Tosa Alliance*
(Criterium in Wauwatosa)

Online registration will open in late February through USA Cycling.

"We will continue to feature omnium competitions with unique Wisconsin Milk Marketing Board cow print jerseys for every

ToAD race category from Juniors on up to Pros," said Executive Director Bill Koch. "Stay tuned in the coming weeks and months as we unveil some specific race category changes and some exciting new sponsorship partnerships, all of which will empower us to continue to raise the bar as the largest competitive road cycling event in the United States"

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About Tour of America's Dairyland

More than \$175,000 in cash and prizes was awarded to racers of multiple categories during the 2015 Tour of America's Dairyland presented by Wisconsin Milk Marketing Board before 155,000 spectators. Roughly 12,000 cartons of low-fat chocolate milk chilling on ice aided nearly 5,000 racers in their recovery at the finish. Taking home the coveted Wisconsin Milk Marketing Board Overall yellow cowprint jersey was Australian Scott Sunderland (Budget Forklift) with Alexander Ray (Silber Cycling) taking second for the second consecutive year. On the Pro Women podium, Tina Pic (Pepper Palace) stood tall in the Boston Store pink Overall jersey, besting Laretta Hanson (Fearless Femme) by just one point. Sunderland and his Budget Forklift mates took the overall Smart Choice MRI Pro Men's Championship Team title with Samantha and Skylar Schneider leading the charge in bringing the same accolade to the ISCorp/Smart Choice MRI Pro Women's team.

ToAD updates will be shared via:

Official Website: www.TourofAmericasDairyland.com

Facebook: [/TourofAmericasDairyland](https://www.facebook.com/TourofAmericasDairyland)

Twitter: [@ToADCyclingRace](https://twitter.com/ToADCyclingRace)

2015 Video/Race Photos available upon request; please contact:

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