

For Immediate Release

Contact: Jeannie Johnson, Creative Strategies Group
jmcjohnson@csg-sponsorship.com
720-840-1914

Urban-based Cycling Event Cancelled Despite Best Efforts to Forge a Path Forward for Large Outdoor Public Gatherings

The Coldwell Banker Denver Century Ride Cancelled Due to Coronavirus

DENVER, CO (August 10, 2020) – The Coldwell Banker [Denver Century Ride](#) announced today the cancellation of the 11th annual city-oriented cycling event for 2020 due to the ongoing public health concerns and complications related to COVID-19. The event was originally planned for June 20, 2020 and then postponed to September 12, 2020 before organizers made the final decision to forgo the entire event this year.

Organizers had been working in good faith with state and municipal authorities, as well as their medical advisory board, to ensure they were planning accordingly to address appropriate public health guidelines during the pandemic. Additionally, they had collaborated with ride beneficiary Bicycle Colorado, and through them the staff of the Colorado State Governor’s Office, to create the protocols and procedures to responsibly and safely conduct the ride. However due to the combined effects of pending municipal permits, the appropriate massive increase in public safety protocols and the lack of a core volunteer base due to pandemic restrictions it was no longer feasible to produce the large-scale cycling event in 2020.

“This decision is heart-breaking to all of us on the ride team as our motivation to continue to attempt to stage the ride in 2020 was based upon a spirit of hope. We had been carefully following the decrees and directions from Governor Polis, Mayor Hancock and other civic and medical industry leaders to determine the safest approach and best overall plan to host the 2020 Coldwell Banker Denver Century Ride. We were trying to remain optimistic that we could keep some sense of community, return to the things we love, and be a bit of a beacon of what can be,” said Bruce Erley, Executive Producer of the Ride. “However, given the continued uncertainty related to COVID-19, we made what we feel is the most prudent decision to officially cancel in consideration of all public health guidelines as well as an abundance of caution for the safety and wellness of our cyclists, volunteers and the communities through which we pass.”

Ride organizers have reconfirmed their commitment to provide a significant charitable gift to their beneficiary Bicycle Colorado, the states leading cycling advocacy group. "We know they depend on our support each year," continued Erley. "Therefore, we wanted to make sure we are still contributing to them during these difficult times as well. We are presenting a gift of \$5,000 in the form of a challenge grant to our registrants and the cycling community so that the total might be doubled." All program details including the donation platform can be found at [DCR Challenge Match](#).

Event sponsors, including Title Sponsor, Coldwell Banker and Presenting Sponsor, Bank of America have provided Organizers their advice and perspective throughout the spring and summer and maintain their unwavering commitment to return in 2021. The Official Host, the Shops at Northfield also supports this decision and plans to invite the event back again in 2021.

“Being a great community partner has always been very important to Coldwell Banker,” said Chris Mygatt, President of Coldwell Banker Residential Brokerage of Colorado. “Although we love this ride and the feeling of comradery it creates, we fully-support the decision to cancel this year – safety has to come first. We will keep logging miles on the saddle, so we are ready for 2021!”

Since its inception, producers of the Coldwell Banker Denver Century have encouraged people to live healthy lifestyles and to discover Denver by bike. That is one thing COVID-19 can't change. Throughout the pandemic shutdown in Colorado, cycling has remained an approved and recommended activity to maintain personal health and exercise. To support that, cycling shops have remained open as an “essential business.” The event's bike partners reported *increases* in bike and part sales as compared to the same time period last year. Cycling is up around the State and as the Denver Century Ride is an urban ride, designed to showcase bikeable streets and trails around Denver, Organizers want to encourage everyone to get out and ride, independently at a safe social distance. Here is a [link to designated bike paths and resources](#).

About the Denver Century Ride:

The Coldwell Banker Denver Century Ride presented by Bank of America is a city-based cycling event that provides one of a kind experiences for cyclists at all levels. The 2020 ride has been cancelled and next year's event is scheduled for Saturday, June 19, 2021. With a single point start and finish at the Shops at Northfield (8340 Northfield Boulevard, Denver, CO 80238) this fully-supported, rules of the road ride offers five courses ranging from 10-100 miles along a mix of city streets, roadways, bike lanes and bike paths. Cyclists on each course enjoy aid stations at regular intervals which are fully stocked with a variety of hydration & nutrition products. Additionally, every course is supported by: course marshals, off-duty police and state patrol officers, SAG wagons, bike mechanics and bike medics. Concluding the ride, cyclists are offered meal options at the Michelob Ultra Post Ride Street Party near the finish line with plenty of cold beverages and a rockin' atmosphere. The Coldwell Banker Denver Century Ride donates a portion of registration proceeds to ride beneficiary Bicycle Colorado – a statewide advocacy group committed to improving cycling conditions across Colorado. The Coldwell Banker Denver Century Ride highlights some of the many bicycle commuter routes connecting the Denver Metro Area and encourages people to discover Denver by bike for a casual cruise or commute to work. Event details and registration can be found at www.DenverCenturyRide.com. This is Colorado's only urban-based century ride.

For detailed route descriptions for the 100 Mile, 85 Mile, 50 Mile, 25 Mile or 10 Mile routes, complete event information, updates, available training programs and to register for this fully supported ride visit DenverCenturyRide.com.

Like us on Facebook (Facebook.com/DenverCenturyRide) or Instagram (Instagram.com/DenverCenturyRide) or follow our Tweets at [@DenCenturyRide](https://DenCenturyRide). Please use the

official event hashtags: #DenCenRide and #CycleTheCity and official event handle:
@DenverCenturyRide.

The 11th annual Coldwell Banker Denver Century Ride is presented by Bank of America. Associate Sponsors of this year's ride are Primal Wear, Michelob Ultra, Team W Coaching, *5280 Denver's Mile High Magazine*, 99.5 The Mountain, Colorado's Own Channel 2, *OUT FRONT – Colorado's LGBTQ Magazine* and *Yellow Scene Magazine*. The Shops at Northfield, REI, Frame de Art, Johnson Storage & Moving, Nuun and Eldorado Spring Water are Supporting Sponsors.

FOR MORE INFORMATION:

Jeannie McFarland Johnson

Vice President, Communications

720-840-1914

jmcjohnson@csg-sponsorship.com

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