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FOR IMMEDIATE RELEASE

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Quad Knopf Sequoia Cycling Classic returns; makes National Race Calendar

VISALIA — The Quad Knopf Sequoia Cycling Classic is back in 2007 and ready to reclaim its reputation this year as a community staple with a billing on the USA Cycling National Race Calendar.

Registration begins Jan. 1 at www.sportsbaseonline.com for the two-day event, which is back for its second year following a brief hiatus. Thanks to another year of title sponsorship from Quad Knopf, the race will return St. Patrick's Day weekend, March 17-18, to Exeter and Visalia.

Already, the event's addition to the National Race Calendar is catching the attention of professional racing teams, who this year can earn points toward USA Cycling's National Championship by competing — something that wasn't possible last year because the race was left off the calendar, Race Director Sheri Clark said. Teams like the T-Mobile Women's Team, have already verbally committed to race and in the coming weeks, many more will line up to compete for the event's more than \$40,000 in cash prizes.

"This is a pivotal year because it's an opportunity for the greater Visalia area to prove that people are serious about bicycle racing and supporting the event," Clark said. "It's very much a community effort."

Back in the 1980s and early '90s, community support and the event's inclusion on the National Race Calendar, fueled the Sequoia Cycling Classic's success, Clark said. The race consists of a 30-kilometer time trial in Exeter on day one, and a criterium on day two in downtown Visalia.

"Back in its glory days it was consistently on the National Race Calendar, that's why it was always a big deal. It was *the* event on the West Coast back then," she said.

But in 2002, the event lost its title sponsor, so the Tulare County stop was taken off the National Race Calendar. Gone were the hundreds of professional and amateur cyclists who once raced along the scenic hills of Exeter and the droves of cyclists in downtown Visalia.

While Quad Knopf's title sponsorship was the driving force that brought the race back to Tulare County last year, this year the company is committed to reclaiming the race's reputation as a community staple and annual event. With the race's projected budget of \$132,000 — nearly five times the budget it had last year— and its inclusion on the National Race Calendar, the number of professional and amateur racers should increase, along with the number of spectators who attend. Still, Clark says the community needs to support the event if it's going to be a success.

“This is a large budget that needs to be supported by corporate and private sponsors in the community,” she said.

For more information on the Quad Knopf Sequoia Cycling Classic, contact Sheri Clark at (559) 285-7932 or by e-mail at sccracedirector@yahoo.com.

About USA Cycling

USA Cycling is a family of organizations that promotes and governs different disciplines of the sport, and that works as one to build the sport of bicycle racing, assist with athlete development and sustain international competitive excellence.

About Quad Knopf

Established in 1972, Quad Knopf provides professional services for projects in both the public and private sectors. Recently ranked by Engineering News Record as one of the Top 500 Design Firms in the United States, its 350-person staff includes: civil and structural engineering, land development planning and engineering, land use planning, architecture, surveying, biological and environmental sciences and construction phase services. Based in Visalia, Calif., the firm also has offices in Bakersfield, Fresno, Roseville and Reno, Nev.

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