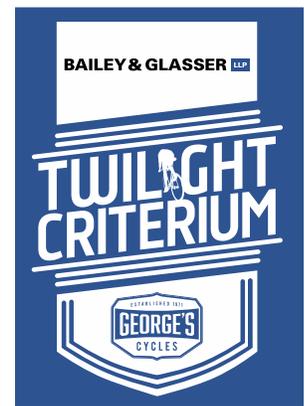


Media Advisory  
For Immediate Release  
February 2, 2021

For information, contact:  
Mike Cooley, 208-371-5175



## The Biggest Cycling Event in Idaho makes plans for 2021

The beloved Boise Twilight Criterium, a USA Crits and USA Cycling PRT event held in downtown Boise each July, takes on a new Title Sponsor and makes plans for the races this July 10. The longstanding Twilight Criterium celebrates and supports cycling as a healthy, lifetime sport for cyclists of all abilities, both pro and amateur.

The event is looking forward to celebrating the 34<sup>th</sup> season of professional cycling road races in the safest ways possible, so there are a lot of details still yet to be determined. Twilight Criterium organizers are working closely with City, State and USA Cycling national staff and guidelines to ensure that all appropriate caution, health, and safety measures are taken. "We are eager to bring the crit back to downtown and showcase world class cycling in Idaho. We want everyone to know that health and safety are a priority, so we will be thoughtful and do so appropriately," said Race Director Mike Cooley.

Event organizers are excited to announce the support of new Title Sponsor **Bailey Glasser LLP**, whose participation is helping bring the 34<sup>th</sup> season of professional cycling back to the streets of downtown Boise. Bailey Glasser is joined by presenting sponsor Bronco Motors and several other event partner agencies, which can be viewed [here](#).

"All of us at Bailey Glasser are excited about sponsoring this year's Boise Twilight Criterium," said [Benjamin Schwartzman](#), partner at [Bailey Glasser](#). "We know how much this race means to the Boise community, and to its growing role as a regional / national destination for elite sports and recreation. We could not be more thrilled to support such a signature event."

The excitement and popularity of the Twilight Criterium has grown over the past 33 years, resulting traditionally in a multi-day weekend of cycling events. In addition to men's and women's professional cycling road races, the day-long event traditionally includes a kid's race, celebrity Boise Green Bike race, and amateur road races, as well as a vendor and fan EXPO in Cecil D Andrus Park. For the last several years the weekend of cycling has kicked off with the Kristin Armstrong Chrono (time trial), followed by the Twilight Trifecta- the Chrono award ceremony and pre-race day celebration held at JUMP in Downtown Boise, both taking place the Friday evening prior.

As of now all details about public and/or spectator portions of the 2021 Twilight Criterium weekend are cautiously on hold as city, state and national event guidelines are continually in flux. "We are putting the plans in place to have an amazing weekend with all the typical events and will continue to pivot and plan accordingly as the event draws closer," said Cooley.

Details about this year's event will be released publicly at a later date, as they are confirmed. In the meantime, event organizers encourage the public to be safe, healthy and help the community work back to being able to hold outdoor events.

### About our Title Sponsor:

*Bailey Glasser was founded in 1999 by Ben Bailey and Brian Glasser in Charleston, West Virginia. Since then, the firm has grown to more than 65 lawyers located in 12 offices across the United States including a newly opened office in Boise, Idaho. Plaintiffs and defendants rely on Bailey Glasser to handle the most challenging and consequential legal issues—regionally and nationwide—using a trial-focused approach to protect the interests of its clients. The firm's corporate*

*lawyers handle business matters ranging from the negotiation and execution of billions of dollars in commercial transactions, to IPOs, to assisting foreign businesses with investments in US assets.*

For questions about the Twilight Criterium, please email [boisewilightcriterium@gmail.com](mailto:boisewilightcriterium@gmail.com)

###

[WEBSITE](#) | [FACEBOOK](#) | [USA CYCLING](#)