



MEDIA ADVISORY

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Contact:

Katie Quinn, Communications Manager

City of Rock Hill, SC

katie.quinn@cityofrockhill.com

Office: 803-326-3791 | Mobile: 803-448-9745

Rock Hill BMX Media Showdown June 27 at Novant Health BMX Supercross Track: *Media representatives compete to learn about BMX and the 2017 UCI BMX World Championships*

The City of Rock Hill will host the Rock Hill BMX Media Showdown on June 27, in advance of the 2017 UCI BMX World Championships in Rock Hill, SC at the Novant Health BMX Supercross Track, July 25-29. The Media Showdown will allow media representatives to race against colleagues, learn about the sport of BMX, and get important information about the World Championships and media accreditation process. BMX riders, including some qualified to compete in the World Championships, will serve as media team coaches. The winner will be crowned the Rock Hill BMX Media Showdown Champion, complete with awards podium presentation and trophies.

Rock Hill BMX Media Showdown Agenda

- 10 a.m. Rider registration and open practice with team coaches**
Media representatives planning to race need to register at 10 a.m.
- 10: 40 a.m. Welcome and Mandatory Riders Meeting**
Mayor Doug Echols will welcome racers, followed by an announcement of the race rules.
- 11 a.m. Racing & Awards Podium Presentation**
- Vouchers will be provided for free lunch from the concession stand. Please pre-order when you arrive at the track.
 - Bikes and helmets will be provided. Riders **MUST** wear long sleeve shirts, pants and flat athletic shoes. No spikes, dress shoes or sandals permitted. Knee pads, elbow pads and gloves are recommended.
 - The Novant Health BMX Supercross Track is open for new rider orientation and open practices if you are interested in getting a head start. Program information is available at www.novanthealthbmx.com.
 - Please email Katie Quinn at katie.quinn@cityofrockhill.com by June 23 to provide the name, gender, address and date of birth for each rider. Each rider will be issued a one day USA BMX license, and must sign the license application and waiver at registration.

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- Multiple representatives from each media outlet can participate. Media attendance is encouraged, even if you don't plan to ride.
- Directions to the Novant Health BMX Supercross Track, 1307 Riverwalk Parkway, Rock Hill, SC—www.rockhillscbmx.com/directions/

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About the 2017 UCI BMX World Championships

The UCI BMX World Championships were last held in the USA in Louisville, KY in 2001, with the two previous World Championships in Zolder, Belgium and Medellin, Colombia. More than 40 countries will be represented by approximately 3,300 riders, with an estimated 20,000 spectators. Event attendees will have the opportunity to witness fierce competition among world-class amateur and elite athletes, including many Olympians, at what is projected to be the largest international sporting event in South Carolina history. For information about the 2017 UCI BMX World Championships, visit www.rockhillSCbmx.com.

About the Novant Health BMX Supercross Track

Modeled after the 2008 Beijing Olympic track, the Novant Health BMX Supercross Track is designed for speed with a 35-foot initial elite jump, asphalt turns for acceleration, and a breathtaking berm jump directly over the amateur track. Its unique surface delivers smooth, dust-free racing in all weather conditions, day and night. Located in the Riverwalk community of Rock Hill, SC, the track offers open practices, rider development and races throughout the year. The track is owned, operated and maintained by the City of Rock Hill Parks, Recreation & Tourism department. For a full schedule check www.novanthealthbmx.com.

About Rock Hill, South Carolina

Founded in 1852, Rock Hill, South Carolina is the largest city in York County and home to nearly 70,000 residents. Located about 20 miles south of Charlotte, NC, Rock Hill has progressed from its humble beginnings as a former textile community into a manufacturing, distribution and knowledge economy. The City of Rock Hill is known for strong planning principles and proactive infrastructure improvements. Providing quality services is at the heart of the City's 24/7/365 operations, leading to the tag line "Always on." In addition to public safety and sanitation services, the City provides reliable, safe and efficient electric, sewer and stormwater services in Rock Hill. The City is also the water supplier for the York County region. Rock Hill has established itself as a sports tourism destination, hosting the 2012 US Youth Soccer National Championships, 2017 UCI BMX World Championships, and many other local, national and international events. For more information, visit www.cityofrockhill.com.