



**DATE:** February 15, 2017  
**TO:**  
**FROM:** Kathleen Kjellberg  
Redlands Bicycle Classic Prime Coordinator  
**RE:** 2017 Prime Opportunities

**May 3<sup>rd</sup> – 7<sup>th</sup>, 2017**  
**33rd YEAR OF PREMIER RACING**

Each year the Redlands Bicycle Classic brings world class cyclists to the Inland Empire drawing over 25,000 spectators. During its 33 year history, it has grown as one of the oldest and one of the largest international cycling events in the United States, and is the largest multi-day sporting event in the region with racing throughout San Bernardino and Riverside Counties. USAC Licensed Criteriums, Public Races, Handcycling Races compliment the weekend finale of this renowned four-day stage race.

**PRIMES (“PREEMS”)**

An award presented to the leader or other designated rider position on multiple specific laps during a criterium race; that is a timed, multi-lapped race on a spectator friendly closed course approximately 1 mile in length.

The Redlands Bicycle Classic features the Stage 2 Pro Criteriums for Men and Women on Saturday (May 6) in downtown Redlands and the USCF Licensed Criteriums on Sunday (May 7). Primes are traditionally awarded during criteriums. For many racers, this is the only “prize” they receive. Our goal is to present a minimum of \$50 cash for each prime often combined with merchandise.

**PRIME CONTRIBUTIONS**

*You, too, can be part of the Redlands Bicycle Classic! As a Prime Contributor, your business, organization or you as an individual will receive recognition in the Official Race Program. Additionally, PA announcements during the criterium will highlight each contributor. Join in this opportunity to support an exciting part of the event that means so much to the racers. Cash is preferred; however, merchandise or gift certificates are appreciated.*

Please fill out the Primes Contribution form and mail to:

Redlands Bicycle Classic  
Attention: Kathleen Kjellberg  
239 Nordina Street  
Redlands, California 92373  
Email: [kalaka3@verizon.net](mailto:kalaka3@verizon.net)

For more information, please call (909) 240-0180

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