



MEN & WOMEN CYCLISTS, NOVICE OR EXPERIENCED—REGISTER & RACE
BICYCLE RACES WITH EUROPEAN FLAIR IN LOVELY WEST MICHIGAN

CHRONO STRADE BIANCHE TT AND STRADE BIANCHE ROAD RACES

SATURDAY, AUGUST 27, 2016 – POLKTON TOWNSHIP, OTTAWA COUNTY, MICH.

Held under **USA Cycling** permit 2016-2591 — a Prepare For Media and West Michigan Coast Riders production



Western Michigan is the idyllic setting for these two spectacular single-day Italian-themed bicycle races in stunning Ottawa County—competitions reminiscent of tranquil Tuscan countryside where the Renaissance captured the world’s imagination centuries ago. Racing begins with **Chrono Strade Bianche**, the ultimate test of rider and machine, a 20km trial against the clock on a fast yet highly technical seven-turn course stretched across exceptionally groomed gravel/dirt roads—strade bianche, or white roads, in the Italian language—that periodically join smooth, fast asphalt to ribbon through rolling, creek-crossed and tree-lined landscape that greets millions of visitors annually. Later this same day, compete in the inaugural **Strade Bianche Road Races** that combine the same challenging mix of pavement and low-travelled, well maintained gravel/dirt surfaces that will draw out your technical skills.

CHRONO STRADE BIANCHE TT 20km – Fee \$40 / JRs \$30 – TT, Road, CX, etc: Rider’s choice			
Check In begins 7 a.m. / JR rollout 8 a.m. / FIRST RIDER: 8:30 a.m. , regular intervals thereafter. Four Men’s Categories: Pro/1/2/3, 4/5, 35+, JRs Four Women’s Categories: Pro/1/2, 3/4, 35+, JRs.			
STRADA BIANCHE RR – Field limits: 50 for JRs, 75 for M5, W4; all others 100. Fee: \$40 (JRs: \$30)			
10:00 a.m. ET	Men CAT 5	40km / 24mi / 2 laps	Top 3, Merchandise
(combined race/separate scoring)	35+ Men CAT 5	40km / 24mi / 2 laps	Top 3, Merchandise
10:05 a.m. ET	Women CAT 4	40km / 24mi / 2 laps	Top 3, Merchandise
(combined race/separate scoring)	35+ Women CAT 4	40km / 24mi / 2 laps	Top 3, Merchandise
10:10 a.m. ET	JR 15-18 Boys/Girls ^A	40km / 24mi / 2 laps	Top 3, Merchandise
10:15 a.m. ET	JR 9-14 Boys/Girls ^B	20km / 12mi / 1 lap	Top 3, Merchandise
11:30 a.m. ET	35+ Men CAT 1,2,3,4 ^C	80km / 48mi / 4 laps	Top 3, Merchandise
11:35 a.m. ET	Men CAT 4 ^C	80km / 48mi / 4 laps	Top 3, Merchandise
11:40 a.m. ET	Women CAT Pro 1,2,3 ^D	80km / 48mi / 4 laps	\$40, \$20, \$10 plus merch
11:45 a.m. ET	35+ Women CAT 1,2,3 ^D	80km / 48mi / 4 laps	Top 3, Merchandise
1:30 p.m. ET	Men CAT Pro 1, 2, 3	100km / 60mi / 5 laps	\$40, \$20, \$10 plus merch
1:35 p.m. ET	Men CAT 4/5	60km / 36mi / 3 laps	Top 3, Merchandise
1:40 p.m. ET	Women CAT 3/4	40km / 24mi / 2 laps	Top 3, Merchandise
A, B—JRs mix gender but scored/awarded separately. C,D—Races may be combined, scored/awarded separately.			





TECHNICAL GUIDE – Chrono Strade Bianche / Strade Bianche Road Races

Online registration thru **USAC** opens upon permit approval (a small registration service fee is added), and closes on Wed., August 24. Reg is then on-site day-of. Total entry fee includes \$3.75 surcharge for **USAC** supplemental insurance coverage. Riders registering for more than one race get \$10 off the second race fee. Effort will be made to place road racers early in the time trial start order to increase recovery time between races.

All racers must be **USAC** licensed. Buy annual- (\$70) or one day- (\$15) license when registering online, or if registering day-of. All race-day transactions are Cash Only (\$US), Exact Amount Only (no change). TT and RR registration fees paid on raceday are \$10 greater than listed on this flyer.

Time trial start times will be posted in advance on the [Chrono Strade Bianche website](#) by 6 p.m. ET, Thurs., August 25. If you miss your start time you 1) don't race the TT or you 2) will be started and timed at the discretion of the **USAC** referee. Merchandise awards for TT podium places. Rider must appear at ceremony to receive award. Ceremony approx 10:20 a.m. (those racing early Strade Bianche Road Races are excused and can receive award upon request later, on-site). Award ceremonies for road races will be held when individual race results become official, approx 15 minutes after preliminary results are posted.

DIRECTIONS & PARKING: Races are held just west of Grand Rapids, Mich., at the tranquil surroundings of **St. Michael's Catholic Church and School** in Polkton Township. Take I-96 to Exit 16, north to the turning circle, past **Family Fare Supermarket**, and onto west bound Randall Ave. Turn right onto State Rd., which becomes Cleveland St. Turn right on 88th Ave., proceeding north toward St. Michael's. Use the first parking lot entrance. You'll be directed to park near the basketball hoops. Registration is beyond the playground alongside St. Michael's School. Indoor restrooms will be available at the playground entrance. There is no parking, warm-ups, or follow cars on the course. Riders: carry tube/pump/ lever.

Family Fare Supermarkets is the official Strade Bianche provider of nutrition, hydration, pre- or post-race fresh food and beverages needs. Family Fare is proud to support local farmers and provide fresh fruits and vegetables from the farm to local families, and will have food selections for racers on-site.

Loose Spokes, a full service family bike shop, 16780 Hayes St., Grand Haven, (616) 847-1980, is the official service provider of Chrono Strade Bianche and Strade Bianche Road Races riders. Loose Spokes will offer limited mechanical services, parts and supplies to riders on-site for the TT and road races. [Contact Loose Spokes for more details on their full range of bikes, services, parts and supplies.](#)

Feed Zone is near start/finish for races 3 laps or greater, beginning on lap 2. Riders discard nutrition waste only in Feed Zone. Signoris/Soigneurs: waste goes in **Feed Zone** trash bins.

All **USA Cycling** rules apply to RR and TT. Bike helmets must be worn at all times while on the bike. Preliminary race results will be posted for 15 minutes allowing for protest then are official.

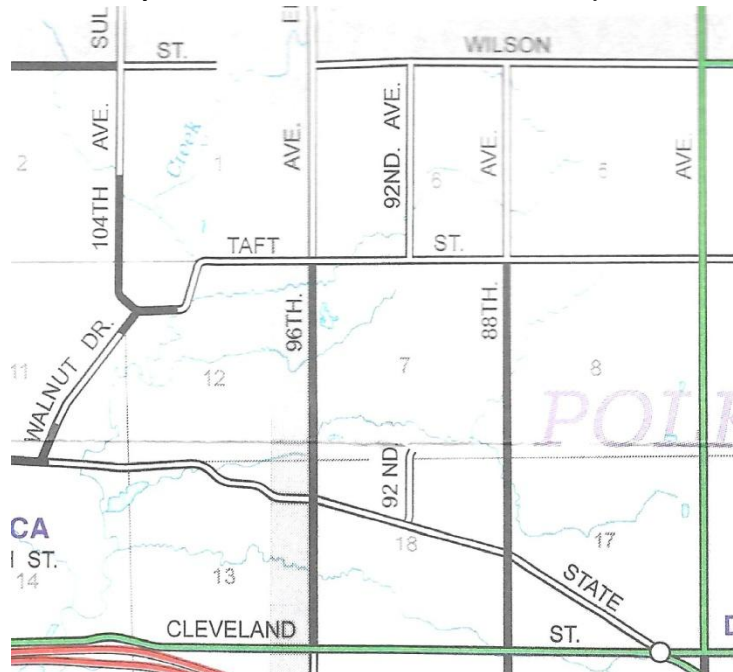
Similar to Italy's Tuscany region, Ottawa County has wildlife, livestock and pets that do not always obey manmade barriers. Beware of animals, farm equipment and local vehicles on the race course. Keep dogs on leash. Before and between races enjoy the sights of songbirds, hawks, wild turkeys, deer, coyotes, hedgehogs, race fans (tifosi) and other wildlife that visit or call this area home.

Races go, rain or shine. Obey **USAC** officials at all times as they determine much, including any relegations, disqualifications, postponements, cancellations, et al. There are no refunds of registration fees for any reason. Obey Ottawa County Sheriff officials and course marshals.

Chrono Strade Bianche and Strade Bianche Road Races are held on an exceptionally maintained, well-marked and well-marshaled course, and promise to be a most remarkable day of racing. You will thoroughly enjoy the challenge. Respect all riders, communicate on the course, be safe, and have fun!



TECHNICAL GUIDE (continued) – Chrono Strade Bianche / Strade Bianche Road Races



RIDDEN / REMAIN (approx)

[SEE DETAILED COURSE MAP \(STRAVA\)](#)

- 0.0 km / 20.0 km Start at St. Michael’s Catholic School, NW-bound on State Rd., at gravel/pavement intersect of 88th Ave.
- 0.1 km / 19.9 km Feed Zone begins (on Lap 2 during races of 3 laps and longer) on 88th Ave. gravel.
- 0.2 km / 19.8 km Feed Zone ends.
- 1.0 km / 19.0 km STRAIGHT past 92nd Ave.
- 2.0 km / 18.0 km Enter Crockery Township at paved intersect of 96th Ave., gravel resumes.
- 2.2 km / 17.8 km New bridge and pavement across creek, gravel resumes.
- 3.5 km / 16.5 km Pavement across creek, gravel resumes.
- 3.9 km / 16.1 km Pavement across creek, gravel resumes.
- 4.2 km / 15.8 km RIGHT Turn at paved intersect of Walnut Dr., NE-bound, gravel resumes.
- 5.5 km / 14.5 km RIGHT Turn at paved intersect of 104th Ave., E-bound.
- 6.0 km / 14.0 km LEFT Turn on Walnut Dr., N-bound, gravel resumes. **LOOSE GRAVEL.**
- 6.5 km / 13.5 km CURVE Right on Walnut Dr., becomes Taft St., E-bound.
- 7.5 km / 12.5 km LEFT Turn at paved intersect of 96th Ave., N-bound, gravel resumes, **WASHBOARD GRAVEL.**
- 9.5 km / 10.5 km RIGHT Turn at Wilson Rd. intersect, E-bound, re-enter Polkton Township.
- 10.0 km / 10 km 10km TO-GO Banner.**
- 10.1 km / 9.9 km STRAIGHT past 92nd Ave.
- 11.0 km / 9.0 km STRAIGHT past 88th Ave.
- 12.5 km / 7.5 km Approaching County Line Community Church.
- 13.0 km / 7.0 km RIGHT Turn at paved intersect of 80th Ave., S-bound, **PAVED PRIMARY ROAD.**
- 14.2 km / 5.8 km STRAIGHT past Taft St.
- 15.0 km / 5.0 km 5km TO-GO Banner.**
- 15.8 km / 4.2 km STRAIGHT past De Vries Meats.
- 17.9 km / 2.1 km RIGHT Turn onto Cleveland St., W-bound.
- 18.2 km / 1.8 km VEER RIGHT onto State Road, NW-bound, **Pavement ends, gravel resumes.**
- 19.0 km / 1.0 km Red Kite 1km TO-GO Banner.**
- 20.0 km / 0.0 km FINISH** near St. Michael’s Catholic School, approx 200m east of 88th St.



As competitor in **Chrono Strade Bianche**, match your talents and aspirations to give maximum effort both with and against prevailing summer winds, Earth's gravity and Newton's Laws of force and friction—or an intermittent lack of grip if you overcook a section—and navigate this never-before-raced course that demands a focused combination of speed, power, endurance, finesse and panache.



Whether unattached or part of a team, racing **Strade Bianche Road Races** will reward you with a remarkable route that promises multiple areas to challenge rivals and apply your racing skills, with tree-lined corners, curves and rollers to escape out of sight, open wind-swept flats to create echelons and snap the peloton's elastic, long straightaways to crush opponents' will and short uphill that will take your last kilocalorie to win or even finish strong. You're encouraged to race the Chrono TT to familiarize yourself with the course and to devise your tactics to employ during the road race.

Follow [@ChronoBianche](#) and [Like us](#) for updates and to [preview sections of the course through images](#).

Race photos will be available in the days afterward. Monitor the [race website](#) for updates.

[See the final 48km of Italy's 2016 Strade Bianche road race](#)

For more details and sponsorship opportunities contact Info@PrepareForMedia.com.



Chrono Strade Bianche/Strade Bianche Road Races—a Prepare For Media production in association with West Michigan Coast Riders. All rights reserved.