Indiana University Health

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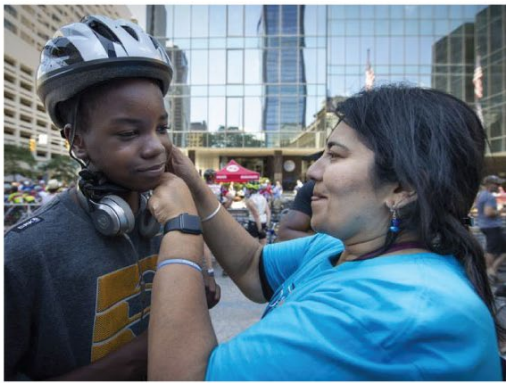

2018 COMMUNITY IMPACT **report**

Promoting health and wellness through bicycling events in our community

Prepared by:
Jennifer L. Cvar, President/Founder
Indy Criterium, Inc.

Indy Criterium, Inc. is a not-for-profit 501(c)(3) organization serving the Central Indiana community.

Our Impact

13,000+ event attendees	Including spectators, racers, riders, and volunteers.
$21,116 raised in 2018	Supported Freewheelin' Community Bike's Earn-A-Bike program and other local non-profit programming at the 2018 IU Health Indy Criterium.
69 juniors raced for free	Committed to supporting junior's race development by providing free racing to all juniors at the 2018 event. Made possible with support of Westfield Cycle Sports and Singleton Coaching.
300+ helmets distributed	200+ helmets were distributed to kids and families in the PNC Kids Zone to promote bicycling safety. An additional 100 helmets were donated to Freewheelin' Community Bikes after the event. This was made possible through the support of the CIBA Foundation.
$164,000+ raised since 2010	Dollars raised since 2010 to support Freewheelin' Community Bikes Earn-A-Bike program and other local charities. Made possible with the support of our title sponsor, IU Health and all our sponsors and volunteers.

Team Nebo Ridge

Kick-Off Ride

480+ riders

participated in the morning ride.

PNC

Family Ride

200+ riders

participated in the family ride led by the Central Indiana Bicycling Association.

PNC

Kids Zone & Races

500+ kids

participated in the Kids Zone activities & bicycle races.

ciba foundation
Promoting the benefits of safe cycling

Riley Children's Health
Indiana University Health

VIP Celebrity Relay Race

50 community representatives

including Mayor Joe Hogsett, TV personalities, mascots, and community leaders participated in this fun "race" to showcase bicycling culture in the City of Indianapolis!

USA Cycling races

480+ racers

participated in the 2018 competitive races, including men, women, junior's, and master's athletes.

Event Festivities

13,000+ attendees

participated in various health and wellness activities including:

- Bicycle rides
- Bicycle tours of the Indianapolis Cultural Trail
- Yoga
- Tennis
- Bicycle obstacle courses
- Rock climbing
- Arts and crafts
- Food, music and more!

Pedal & Park

250+ bicycles parked

throughout the day, encouraging attendees to reduce their carbon footprint by riding their bike to the event.

A Special Thanks
to our 2018 Sponsors & Partners

TITLE

Indiana University Health

PLATINUM

PNC

GOLD

CICF
ciba foundation
TOM WOOD AUTOMOTIVE GROUP
SUN KING BREWERY
Team Nebo Ridge
NUVO
NUVO Mass Ave Criterium
CLIF BAR BAKING COMPANY
IndyGo

SILVER

FAEGRE BAKER DANIELS
THE NATIONAL BANK INDIANAPOLIS
Liv
Bicycle Garage Indy
HEADSWEATS
CIRCLE CITY BICYCLES
Department of Public Works INDIANAPOLIS
ZIPP
SRAM
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PRINTING PARTNERS

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BIKESHARE
CULTURAL TRAIL
Tri Rainer

FRIENDS
Artistry
Heroes Foundation
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COMMUNITY PARTNERS
Bike Indianapolis / Pedal & Park
Boy Scout Troop
Freewheelin' Community Bikes
IMPD Youth Project
Midwest Devo
Naptown Roller Derby
Nine13 Sports
REI
Riley Children's Health
Silly Safaris
The Handle Bar
Trader's Point Creamery
USTA Tennis