

MORE AWARDS AT RAAM 2010

We are increasing the number of awards to be given out at RAAM 2010. Early on we recognized the importance of teams to the long-term growth of the race. Stimulating ongoing competition within the team divisions is a cornerstone of our long-term strategy.

Recently, we decided to initiate three “challenges” within the team division: the Armed Forces Cup, the Bike Club Cup and the Collegiate Cup.

The **Armed Forces Cup** will be given annually to the fastest team representing the armed forces. The competition is open to 2-, 4- and 8-person teams. All racers must be current or former members of the armed forces.



The **Bike Club Cup** will be given annually to the fastest team representing a bike club or advocacy group. The competition is open to 2-, 4- and 8-person teams. All racers must be current members of the club or group represented.

The **Collegiate Cup** will be given annually to the fastest team representing a particular college or university. The competition is open to 2-, 4- and 8-person teams. All racers must be current or former students and/or staff of the school represented.

Armed forces, bike clubs, colleges and universities world-wide are encouraged to enter. There will be no distinction between team size, age, gender or bike type.

More on the expanded awards program in upcoming RAAM Newsletters.

More on the Challenge Cups ...

Our plan to stimulate competition within the team division gained momentum through discussions with two very different groups, the US Naval Academy Cycling Team and the Potomac Peddler's Touring Club.

While we've been thinking about how to initiate our growth strategy for some time, our plan got a jump start after a chance meeting with Roy Collins, assistant coach of the US Naval Academy Cycling Team, at City Dock in Annapolis, at the RAAM finish in 2009. After another meeting, we attended the USNA Cycling Team tryouts at Quiet Waters Park, where we met Dan Schindler (coach), Peggy LeGrand (team captain) and the rest of the USNA team. Things quickly picked up steam and they decided to enter an 8-person team in 2010 RAAM ... Team 4MIL.

We discussed a military challenge. This was consistent with our long-term strategy. In the past we've had a number of military teams enter, including teams from Canada, the UK and elsewhere. The Annapolis-based group was interested in stimulating a global competition. Moreover, they wanted to use it as a platform for raising money for charity. We told them we'd support the plan if they'd make a long-term commitment.

The deal was made and they registered for the 2010 race. Their team, 4MIL, includes members from all five branches of the US military. They will be raising money for the Wounded Warriors Project. Preparations are well underway. They recently attended our Boston Crewing Seminar, one of six one-day seminars on crewing endurance cycling events.

Ongoing activities fall into two broad categories: 4MIL's race preparations and attracting other armed forces teams. RAAM management is looking for assistance in contacting and developing a dialogue with armed forces world-wide.

The Annapolis-based 4MIL Team? We're betting you'll hear a lot more about this team in the press as we get closer to the 2010 Race.

We are currently in discussions with the Potomac Pedalers Touring Club, a large Washington, DC area bike club, regarding entering a team. We believe that a commitment from a club with the size and reputation of the PPTC will attract other bike clubs, both in the US and across the globe. This will provide enhanced visibility for both the clubs as well as for RAAM itself. It will advance cycling advocacy around the world.

RAAM management is looking for teams to compete for the Armed Forces, Bike Club and Collegiate Cups. If you are interested, please do not hesitate to contact Race Director, Rick Boethling, at: director@raceacrossamerica.org