

2017 Horsey Hundred News To Use #1

Dear Horsey Hundred Registrants and Volunteers:

This is the first in our 2017 “News to use” series of e-mails that we will send out leading up to the 2017 Horsey Hundred. In these updates, we will provide you with crucial information about our rides, along with news about interesting “extras” that will allow you to better plan your Memorial Weekend with us. From now till the event, you can expect to receive a weekly update from us covering different topics or areas of interest. You can always access past informational newsletters by going to www.horseyhundred.com and scrolling down to the HH E Blasts button. Over the next few weeks, we will provide more information about the club rides and happenings on campus on Friday – Details will follow but for now, make plans to arrive early on Friday, join us for a club ride, the join us for local food trucks and a great dance band under the big tent at Georgetown College!

We’ll also provide more information about our fabulous vendor expo, the food you can expect out on the road and at the college, our routes and route markings, GPS downloads, events going on in Georgetown and Midway, and activity options for friends or family who might be accompanying you but not riding.

In this newsletter, we will tell you a bit about our cycling club, and what we do with the proceeds from the Horsey Hundred.

How the Horsey Hundred helps the Bluegrass Cycling Club help others

The Horsey Hundred is the signature event of the Bluegrass Cycling Club (BCC). This event, which will be offered for the 40th time in 2017, is held each Memorial Weekend, and features a variety of ride options including the classic century ride (on Saturday) through some of the most beautiful scenery in the country. The BCC is a volunteer, not-for-profit organization formed for the purpose of promoting all forms of bicycling. The club was originally established around 1970 under the name of the Bluegrass Wheelmen (for more detailed information about the formation of the BCC please visit www.bgcycling.net and select the *About the BCC-History* tab). The BCC serves the Bluegrass Region of Central Kentucky including the communities of Lexington, Georgetown, Frankfort, Versailles, Midway, Richmond, Paris, Winchester and Nicholasville. As an organization, the BCC has had four main objectives:

1. To encourage bicycling for health, recreation and transportation
2. To promote bicycle safety
3. To improve bicycling facilities
4. To further all phases of bicycling

Each year the BCC uses a large portion of the net proceeds from the Horsey Hundred to provide support to organizations and individuals offering programs, sponsoring events or working on projects in the Bluegrass area that promote the four main objectives of the club. Support is provided in two ways - Through a competitive grant program, where interested organizations submit an application for funding to the Philanthropy Committee of the BCC board (more information about how to obtain a Grant from the BCC can be found at www.bgcycling.net and select the *Philanthropy-Funding Guidelines* tab), and through proactive initiatives identified and undertaken by the Philanthropy Committee with approval of the BCC board.

The Bluegrass Cycling Club provided over \$20,000 in grants and donations in the Central Kentucky Bluegrass Region in 2016. The BCC membership also donates hundreds of hours of time, support and enthusiasm volunteering in the communities where we cycle. The Horsey Hundred makes these philanthropic activities possible.

Here is a partial list of funding provided by the BCC in 2016:

- We continued our partnership with **Kentucky Refugee Ministries** by giving refugees new bikes, along with a bike pump, reflective vest, a lock and bike lights. Teams of volunteer BCC members deliver the bikes to refugees at their homes, which provides an opportunity for a one-on-one meeting and an opportunity to demonstrate how everything works. The refugee community continues to be grateful and they much enjoy meeting our volunteers. The bikes provide newly settled refugees more independence in their new country by offering a means for them to get to work and run errands;
- **The North YMCA**, located on the Legacy Trail, received new bikes for their rental/loaner fleet as well as a large bike rack to house the new bikes. In addition, we purchased and donated sturdy locks for the bikes, and a child trailer for parents to ride with their children on the Legacy Trail;
- We were once again a major sponsor for the **Lexington Downtown Corporation's Bike Lexington** in May;
- We continued our sponsorship with L&M Communications for the **Fraternal Order of Firefighters Toy Program's** annual Christmas bike drive, **Bikes for the Bluegrass**. In addition to the financial support provided by the BCC, numerous BCC members also donated bikes to this cause. As part of our sponsorship of this program, L&M Communication airs PSA's on their local channels to inform the public about scheduled BCC bikes rides and the Horsey Hundred.
- **Habitat for Humanity** received funds to give bikes to new homeowners;
- **The Chrysalis House**, a long-term substance abuse shelter for women, received bikes for children living with their mothers, and bikes for the women to use for commuting;
- **Ashland Elementary** received funds to support their Bike Days, which take place in May and September;
- We provided a grant to develop and air 13 PSA's at **Lexington Community Radio** in both English and Spanish to educate the listening audience about bike safety and bike activities;
- **The City of Sadieville**, located in Scott County, received a bike rack and fixit station for their new trailhead;.
- We provided funds to **the Kentucky Mountain Bike Association (KYBMA)** to conduct a women's beginner mountain bike clinic. The clinic was a smashing success, filling up almost immediately;
- We gave funds to the 2016 **Fraternal Order of Police's Shop with a Cop** to purchase 30 bikes and helmets. The appreciative children, parents and police were overjoyed; and
- We contributed funds to buy over 80 helmets to **Big Brothers and Big Sisters** for their annual bike give away sponsored by Audi of Lexington.

In addition to these wonderful philanthropic activities, we are embarking on our third year of **Pedaling for a Purpose** - A collaborative effort with West 6th Brewery to provide cycling education, and to encourage people to ride their bikes by providing \$0.20 per mile ridden in support to pre-selected cycling related charities. There are 12 sessions throughout the summer, all beginning at West 6th, and riders earn 1 point for each education session and ride they attend. Points count toward a free jersey or tee shirt. Charities for 2017 include Broke Spoke, a local community bike shop, Transy Bikes, which supports a community bike shop and also has bikes available for students to borrow, and the Woodford County High School Bicycle Club.

The BCC also uses funding generated by the Horsey Hundred to provide opportunities for bicycle education. The Education Committee offers several League of American Bicyclists sanctioned traffic skills classes and annually. These are fast-paced classes (for adults and children above the age of fourteen) that give a rider confidence to ride safely and legally in traffic or on a trail. A rider also learns how to conduct bicycle safety checks, fix a flat, on-bike skills and crash avoidance techniques in these classes. Classes are offered to club members free of charge and to others for a minimal fee to cover the cost of class materials.

The Education Committee has also been instrumental in bringing League Certified Instructor (LCI) classes to the Lexington area over the past six years, increasing the number of individuals certified to teach traffic skills classes in our area from 1 to 22.

Cyclists trained as LCIs have used their training to offer cycling safety sessions to a variety of organizations and groups across the Bluegrass area.

The BCC supports its membership by offering a variety of rides every day during the ride season. Most evenings cyclists can choose between at least three different rides with options for all levels and paces. We offer training and require mentoring for new ride leaders. We currently have over 90 certified ride leaders in the club.

The grants, sponsorships, donations, bike give-aways, clinics and educational opportunities provided by the BCC would not be possible without the Horsey Hundred. It is through your registration at the Horsey Hundred each year or your volunteer service that you help support the BCC in our continued effort to promote bicycling in the Bluegrass area and for that we **THANK YOU!**

The Horsey Hundred Planning Team