

2018 Horsey Hundred News to Use #1 April 26, 2018

Thanks so much for registering to join us for the 2018 Horsey Hundred! Our team is hard at work to make sure you have the best experience possible. This is the first in a series of e-mails you will be receiving weekly from now through the Horsey. Each "News to Use" will provide information about our rides and other interesting "extras" that will allow you to better plan your Memorial Weekend with us. You can always find past editions of "News to Use" on [our website](#) under "Horsey e-blasts". 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, then join us for local food trucks and live entertainment 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. As always, if you have questions or need information, please do not hesitate to contact us.

Message from Georgetown/Scott County Tourism:

Greetings Horsey Hundred participants! We are so excited to have you all visit the historic and ever-growing area of Georgetown, Kentucky. Let us help you plan the perfect trip for you and your family with the must-do's and see's of Georgetown and Central Kentucky. Check out what all we have to offer at www.georgetownky.com, <https://www.facebook.com/gotogtown/>, or give us a call at 502-863-2547. Uncover our pure small-town charm with our *Where Niceness Counts* video: https://youtu.be/p_qlnNoCo6lc.

Mark your calendars for an EPIC Georgetown party! Georgetown kicks-off their summer concert series, Party on the Square, on Saturday, May 26. Head to downtown Georgetown from 7-10 p.m. for a fun performance by Kentucky band, Donny Brook. Food trucks and drinks will be available for purchase by local vendors. Dress in your best Jimmy Buffett attire for this themed Margaritaville occasion! **Georgetown is ready to party with you at Party on the Square on Saturday, May 26!** More details can be found on our Facebook event: <https://www.facebook.com/events/2029905473946230/>.

About the Bluegrass Cycling Club and How the Horsey Hundred Helps the BCC to Help Others

The Bluegrass Cycling Club (BCC) is a volunteer, not-for-profit organization consisting of around 900 members 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

The Horsey Hundred is the largest event ride in Kentucky, with over 2,300 cyclists from all over the United States joining us annually. The event is completely volunteer-run, with a planning committee of over 30 club members working year round and over 300 volunteers on Horsey weekend. It is truly a community effort!

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.

A few of the club's ongoing and recently funded projects:

- We continue to partner with Kentucky Refugee Ministries by giving new bikes, lights, and reflective vests to resettled refugees in Lexington to provide them with more independence and for commuting to their workplaces and/or schools.
- Last Christmas we purchased 60 children's bikes for both the Lexington/Fayette and Georgetown/Scott counties' Fraternal Order of Police's annual Shop with A Cop. Additionally, last year we gave over 125 helmets to the Big Brother and Big Sister of Lexington's 's annual Christmas bike giveaway.
- New philanthropic grants so far this year include an award to AMBUCS to purchase customized amtryke therapeutic tricycles for children with disabilities. Physical therapists refer qualified children who will thrive even more with their own bike. We will also purchase bikes for the Down Syndrome Association of Central Kentucky for their annual Bike Camp this summer. The bikes will go to families that cannot afford a bike for their child.

These programs benefit some of the most vulnerable children and adults in our communities. We will continue to purchase bikes and be involved with these programs.

Other ongoing and upcoming initiatives include:

- Public safety PSA's related to cycling on Lexington Community Radio;
- Annual support as a major sponsor for the Downtown Lexington "Bike Lexington" event;

- Sponsorship of the upcoming [Walk/Bike Summit](#) to be held at Transylvania University in Lexington in August;
- [Pedaling for a Purpose program](#) - 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. Charities for 2018 include Broke Spoke, Transy Bikes, and the Bluegrass Chapter of the Kentucky Mountain Biking Association to provide a mountain biking clinic for kids;

In addition to the philanthropic activities described above, 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 SMART cycling 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 four years, increasing the number of individuals certified to teach traffic skills classes in our area from 1 to 18.

Cyclists trained as LCIs have used their training to offer cycling safety sessions to a variety of organizations and groups across the Bluegrass area, partnering with local schools, health departments, and YMCAs.

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 that you help support the BCC in our continued effort to promote bicycling in the Bluegrass area and for that we **THANK YOU!**