

**2019 Horsey Hundred
News to Use #1
May 1, 2019**

Thanks so much for registering to join us for the 2019 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 the area, 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.

**Welcome Horsey Hundred to Georgetown, KY! -
A Message from Georgetown/Scott County Tourism**

The birthplace of bourbon? Possibly. A small town bursting with charm in the midst of Kentucky Horse Country? Definitely.

Georgetown is at the epicenter of one of the least known but most disputed claims in the state – that of the true birthplace of bourbon. It is also a place where you can . . .

- See a Toyota automobile constructed from the ground up at the largest [Toyota Manufacturing](#) plant in the world.
- Get up close and personal with stars of the turf at Horse Racing's living history museum, [Old Friends Thoroughbred Retirement Farm](#).
- Meet one of the South's sassiest and brassiest belles at [Ward Hall](#), one of the finest Greek Revival-style mansions in the United States.
- Share Kentucky's love of horses at the [Kentucky Horse Park](#), an over 1,200 acre world famous equine attraction.

Let us help you explore Kentucky's Horse Headquarters with a visit to the Georgetown Tourism Information Center at 399 Outlet Center Drive, open Monday through Saturday from 9am to 5pm, or by calling us at 502-863-2547. You can also plan your travels at www.georgetownky.com.

P.S. We are so excited to host another epic concert on Saturday, May 25 from 7 to 10 pm at Royal Spring Park. Join Georgetown for a high-energy performance by "Lexington's Hottest Dance Band", Honeychild. Food trucks and drinks will be available for purchase by local vendors. More details on Party in the Park can be found at <https://adobe.ly/2GbbTiP>.

Remember - Your Bike Needs TLC Before You Bring it to the Horsey!

It happens every year to more people than you'd think - some who have traveled great distances to join us for the Horsey Hundred. Their bodies are ready and they're eager to participate and to enjoy the rolling hills and horse farms - but they've forgotten that bikes need to be tuned up - that cables and chains may need to be changed, that tires and tubes need to be checked, that drivetrains need to be cleaned and lubed. **PLEASE** take the time before you hit the road to join us for what will undoubtedly be one of the best weekends of your summer, to make sure your bike is ready to roll and also make sure that the stuff you stashed in your bike bag sometime last year, or maybe even the year before is still functional and that you can use it if needed. We have great SAG support and there will be mechanics on hand who can fix a whole lot of things on the fly, but they can't fix everything - so do your best to be prepared by bringing a bike that's as eager and ready to ride as you are!

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!

Our Philanthropic Activities

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 gives over \$20,000 in donations to our varied and diversified populations in the Central Bluegrass Region each year. The BCC membership continues their generosity in donating their time, support and enthusiasm by giving back to the communities in which we have the pleasure to cycle. The Horsey Hundred makes all of our philanthropic activities possible.

We continue our partnership with **Kentucky Refugee Ministries** by giving refugees new bikes, along with bike pumps, reflective vests, locks and bike lights. BCC members are assigned refugees to contact and deliver custom fitted bikes to their apartments. The refugee community continues to be grateful and they much enjoy meeting our volunteers. They have even more independence in their new country with bike commuting.

The North YMCA received new bikes for their rental fleet and we funded a large bike rack to house the new bikes. In addition, they received sturdy locks and a child trailer for parents to ride with their children on the Legacy Trail. The BCC was again a major sponsor for the **Lexington Downtown Corporation's Bike Lexington** in May. We continued our sponsorship with LM Communications for the **Fraternal Order of Firefighters Toy Program's** annual Christmas bike drive, **Bikes for the Bluegrass**. Numerous BCC members donated bikes to this cause. Also with our sponsorship, LM 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 for women, received bikes for children living with their mothers, and bikes for commuting.

Ashland Elementary received funds for their Bike Day that takes place in May and September. We granted 13 PSA's at **Lexington Community Radio** in both English and Spanish which educates the listening audience about bike safety and bike activities. **The City of Sadieville** received a bike rack and fixit station for the new trailhead. **The Kentucky Mountain Bike Association (KYBMA)** received a grant to conduct a women's beginner mountain bike clinic, which was at full capacity and successful. The BCC 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. We also contributed funds to buy over 80 helmets to **Big Brothers and Big Sisters** for their annual bike give away sponsored by Audi of Lexington.

The BCC also co-sponsors an annual series of rides and education sessions called **Pedaling for a Purpose** with West 6th Brewing, a local craft brewery. Pedaling for a Purpose is currently in its 6th season. Each year, cycling-related charities are selected and over the course of the summer, each mile ridden by a participating rider earns \$0.20 for the charity of the day. Prior to each ride, there is a cycling or fitness related education session. Riders earn points for attending rides and education sessions, and those who amass enough points over the course of the summer earn a free jersey or tee shirt. A celebration is held in January, with the presentation of checks to our charities, and jerseys and tee shirts to participants. In 2018, our charities were the **Kentucky Mountain Biking Association** for a kids mountain biking clinic, **Transy Bikes**, a community bike shop located on the campus of Transylvania University, and **Broke Spoke**, a community bike shop in Lexington. Click [here](#) for more about this program.

Other Activities and Programs We Support

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!**