

**2017 Horsey Hundred  
News to Use #2  
May 3, 2017**

This is the second in a series of informational bulletins leading up to Horsey Hundred 2017. You can access this e-mail as well as previous bulletins at any time by going to [www.horseyhundred.com](http://www.horseyhundred.com) and scrolling down to the "HH e-blasts" button. Information provided in today's bulletin includes our Friday activities, events, and food options, a bit about and a bit about our sponsors.

Please note that dorm rooms, and RV parking are currently sold out! We have a few camping spots left. If you need lodging but have not yet made arrangements, we suggest that you do that soon. You can find links to hotels in Georgetown and surrounding communities on our website under "Lodging".

**FRIDAY, MAY 27 SCHEDULE OF EVENTS**

Please plan to join us on Friday if you possibly can – Our fabulous volunteers have gone above and beyond to make sure that you start your weekend off right with a warm up ride, great local food, and a bit of dancing!!!

**Friday Club Rides**

As has become our tradition, we will once again offer a series of BCC club rides the Friday before the event. These are "typical" club rides, in that there will be a ride leader and maps and cue sheets available at the starting point. The roads are not marked, and these ARE NOT fully supported rides like the Horsey Hundred. These rides generally start from locations and travel on roads that are not a part of the Horsey Hundred.

Route maps are all available on our website using this link:

<http://www.horseyhundred.com/TheRide.aspx>

For additional details go to our BCC Club Calendar:

[https://bcc.clubexpress.com/content.aspx?page\\_id=2&club\\_id=740127](https://bcc.clubexpress.com/content.aspx?page_id=2&club_id=740127)

Rides are as follows:

9:00 AM David's Fork Baptist Church, Lexington KY

11:00 AM Bellerive Kroger, Nicholasville KY

1:00 PM Southside Ramble, Lexington KY

1:30 PM – Tandem Ride – Walter Bradley Park, 399 Dudley Street, Just east from Darlin’ Jean’s - Midway

6:00 PM Legacy Trail North YMCA, Lexington KY

## **Friday Events on Campus**

Our Hospitality Volunteers will be set up and ready to greet you beginning at 2 pm on Friday so look for their smiling faces if you need assistance finding anything.

**VENDOR EXPO** - 2:00 PM to 10:00 PM – George H.W. Bush Center for Fitness –More information will be provided about our vendors in our next week’s “News to Use”.

**REGISTRATION/PACKET PICK UP** - 3:00 PM to 10:00 PM - Registration will be in the Davis- Reid Gymnasium. The gym is right next to the recreation center where registration has been in the past. This is where you’ll get your wrist bands, maps, giveaway and pre-purchased items. If you are staying on campus in a dorm room, RV, or tent, or if you purchased breakfast, you will also check in for those items here. **NOTE:** It will speed things along if you have your registration information available on your phone when you are checking in!

**LOCAL FOOD TRUCKS** – 3:00 PM to 10:00 PM or until food is gone!! Once again, we will have a great variety of food from local food trucks available for purchase out by the big tent. Participating vendors are as follows:

- Mr. Garcia – Mexican
- Mr. Gyros – Greek
- Hardwood Pizza Company
- Noodles & Company – Thai and Mediterranean
- Mad Scoop Ice Cream

**WELCOME UNDER THE BIG TENT** - Join us at around 6 PM under the big tent for a welcome from the Mayor and County Judge - We will also make some ride-related announcements and we’ve heard Miles, the Horsey Hundred mascot, may make an appearance for photos!

**FABULOUS MUSIC** - 5:00 PM to 9:00 PM – Superfecta!!!! Under the big tent. If you’re from the area, and have heard them perform, that’s all we need to say! We know you’ll be there. If you are from out of town, you’re in for a real treat! SuperFecta is Kentucky’s premier professional events band and will bring fun, excitement, and sophistication to the Horsey Hundred! Based in Lexington, Kentucky and founded in 2007, Superfecta has quickly evolved into Kentucky's most celebrated high-energy dance and party band. Superfecta has been the featured entertainment for countless corporate functions, fundraisers, festivals, Kentucky Derby events, weddings, and many State events including headlining Derby Parties at the Governor's Mansion and the 2012 Kentucky Governor's Inaugural Ball. Superfecta is a 7-piece ensemble and

expertly covers music ranging from jazz standards, fusion jazz, 60's Motown, 70's funk, 80's dance, R&B, classic rock, current top 40, and more!

## OUR SPONSORS

PLEASE don't skip this part! It is important that you all know about the organizations and entities that help with the Horsey Hundred each year!

- **Georgetown/Scott County Tourism**- If you could take all of the magic and mystique that makes the Bluegrass memorable, and distill it into one beautiful, easily accessible location, you would wind up with something very much like... Georgetown, Kentucky and Scott County. You will experience the hospitality of this wonderful county and city first-hand while attending the Horsey Hundred. We are grateful to Georgetown/Scott County Tourism for their many years of partnership with us.
- **Greens Toyota of Lexington** - Greens Toyota of Lexington provides several support and SAG vehicles for us to use over Horsey Hundred weekend. Greens Toyota sells new and used Toyota cars trucks and SUVs and they have supported the Horsey Hundred for many years!
- We would also like to thank **G & J Pepsi-Cola Bottlers** for providing Gatorade and cups, and **Clif Bar** for providing nutrition!

### Kentucky Century Challenge/Cycling Challenge Sponsors

The Horsey Hundred is one of 5 partner rides in the Kentucky Century Challenge/Kentucky Cycling Challenge for 2017. The Kentucky Century Challenge and the Kentucky Cycling Challenge would not be possible without the generous support from our sponsors. We are very excited to welcome several new sponsors for 2017, including our Platinum Sponsor Ale-8-One! Please take time to read the information below about our sponsors, and be sure to thank them by patronizing their businesses and using their products when you can. They support the Challenges because they believe in cycling and cyclists and we truly appreciate their support!



#### Platinum Sponsor - Ale-8 - One

We don't cater to the common. We don't run on a beaten path. Confident that being made from scratch is the only way. Loyal, steady, and proudly unconventional since 1926, our history is inspiration for the future. We have our own crisp, clean taste. For those who share our independent, pioneering spirit and our discontent with the common can, we raise an Ale-8, the drink for

those who find their own flavor. [Find out more.](#)

#### Gold Sponsors

### **Graviss McDonald's**

Graviss McDonald's Restaurants is a principal-centered organization committed to our customers and to the standards that have allowed us to serve and give back to our communities for decades. We offer great quality, service, cleanliness and value to our guests, which, in turn, allows us to support individuals and organizations who contribute so much in helping Central Kentucky be such a wonderful, friendly and caring place to call home. We also strive to promote healthy, active lifestyles by offering our guests more options in the food we serve, while also remaining an affordable solution for those we are fortunate enough to serve. Special thanks from the Challenge Planning Team to Graviss McDonalds for supporting us all 5 years we've offered the challenge - your commitment to the Challenge is greatly appreciated!!!

### **Morehead Tourism**

Morehead Tourism is proud to host Bike Morehead. We aren't your typical ride. We feature tall hills and unforgettable scenery. We welcome bikers from across the state and nation. It's not every day that you can take a ride on roads that parallel trails hiked by Daniel Boone himself. Morehead is the third designated Kentucky Trail Town. We are the only town in Kentucky with the Sheltolee Trace National Recreation Trail running down Main Street. To find out more visit us online at [www.moreheadtourism.com](http://www.moreheadtourism.com), like us on Facebook, follow us on Instagram and Twitter, or visit us in person and find out why there is definitely #more2morehead.

### **Silver Sponsor - Zombie Zone Cycling Team**

Born on the hills of the 3 State/3 Mountain Challenge, Zombie Zone Cycling is named after that particular point in time, in any rider's ride, when you "bonk," are thoroughly depleted, emotionally spent, and desperately needing to grab another wheel to help you along to the finish. When that happens, you've truly entered into the "zombie zone!" And riding zombie is never pleasant, but when you're riding "dead" with other zombies, you know you're gonna make it! Our motto is "We Pull Our Own Dead" and we never, ever leave any zombies behind! So with that thought in mind, Zombie Zone Cycling is proud to be a Silver Sponsor of the 2017 Kentucky Century Challenge, in tribute to, and in memory of, our zombie brothers, Mark Hinkel and David Cassidy. Ride on, Zombies! Ride on!

### **Bronze Sponsors**

**Advanced Cardiology of Owensboro** - Advanced Cardiology of Owensboro was established in October 2016 by Dr. Roshan Mathew to improve the heart health of patients in this region by providing expert cardiac care in a compassionate, affordable and understanding manner. At the practice, you will be treated with dignity and compassion.

Dr. Mathew started his cardiology journey back in 2002 and is an experienced board certified cardiologist, specializing in general and interventional cardiology including high risk coronary,

peripheral and structural heart interventions. He is a Fellow of the American College of Cardiology, Fellow of the Society for Cardiac Angiography and Interventions and Fellow of the American College of Physicians. He has served on various national and local committees as an expert in the field of Cardiology. His passion is to provide expert cardiac care to all of his patients with compassion.

[www.advancedcardiologyofowensboro.com](http://www.advancedcardiologyofowensboro.com)

**O.Z. Tyler Kentucky Bourbon Distillery of Owensboro** - Bourbon has been produced on the grounds of the O.Z. Tyler Distillery in Owensboro since 1885. Site of the former Medley Distillery, the O.Z. Tyler Distillery opened in September 2016 after extensive renovations. It was named for the co-inventor of TerrePURE®, a patented all-natural process utilized at the O.Z. Tyler Distillery to further refine whiskey after traditional barrel-aging. With an annual capacity exceeding 30,000 barrels, a tour of the Distillery offers a behind-the-scenes look at every aspect of whiskey production from grain to mash to barrel. Tours with tastings (\$10) are available at 11am and 2pm (CST) Monday through Friday. The gift shop is open 10am - 3pm Monday through Friday.

10 Distillery Road, Owensboro, KY 42301 270-691-9001 [www.oztylerdistillery.com](http://www.oztylerdistillery.com)

### **Owensboro/Daviess County Convention and Visitor's Bureau**

Owensboro is Kentucky's home for barbecue, bourbon and bluegrass music. Owensboro's barbecue is a magnet for lovers of smoky pork, chicken and a distinctive regional favorite, mutton. Kentucky bourbon is produced in Owensboro at The O.Z. Tyler distillery, a facility built in 1885 offering daily tours and tastings. Owensboro is famous for ties to bluegrass music and is home to the International Bluegrass Music Museum. Set in a sweeping bend of the mighty Ohio River, the centerpiece of Owensboro's downtown is the six-block-long Smothers Park, with multiple performance venues, a riverside promenade, benches and swings for watching the river traffic, multiple fountains, a cascading waterfall and one of the largest fully handicapped-accessible playgrounds in the US. For more information, go to [www.visitowensboro.com](http://www.visitowensboro.com)

### **Supporting Sponsors**

[Downtown London](#)

[Cumberland Valley Cycling Club](#)

[Georgetown/Scott County Tourism](#)

### **A message from Georgetown/Scott County Tourism:**

Set in the heart of the Bluegrass is the pure small-town charm of Georgetown, Kentucky. Considered the fastest growing County in Kentucky, Georgetown/Scott County offers a wide variety of attractions and culinary options infused with southern hospitality. Stroll along Main Street and relish in the history spread throughout our picturesque downtown, as well as our one-of-a-kind antique and boutique shops. Whether it's horse-racing or speed-chasing, Georgetown offers the essentials in horses and horsepower. Embark on an equine adventure at

the world famous Kentucky Horse Park or have your heart trotting with a visit to Old Friends Thoroughbred Retirement Farm, said to be horse racing's living history museum. Shift gears with a complimentary tour of the world's largest Toyota manufacturing plant, Toyota Kentucky, offering a behind-the-scenes look at the production process of America's best-selling car, the Camry. No matter the excursion, Georgetown is your Kentucky destination. Our welcome is authentic and we are happy to have you here!

Please enjoy our "Where Niceness Counts" video of Georgetown, Kentucky. [https://www.youtube.com/watch?v=p\\_qlnNoCo6I&feature=youtu.be](https://www.youtube.com/watch?v=p_qlnNoCo6I&feature=youtu.be)