

**2024 Horsey Hundred
News to Use #1
May 3, 2024**

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This is the first in a series of emails you will receive from us leading up to the 2024 Horsey Hundred. There will be 4 in total with the last two being sent the week before the event. In future emails, we will provide more details about our routes and road markings, our expo vendors, Friday food trucks, and food offerings for our meals and out on the route. We hope you find this information helpful, and we're so looking forward to seeing y'all soon!

A Message from Our Director

Welcome to the 2024 Horsey Hundred! We are excited that you are joining us for this year's event. We are working hard to prepare a memorable experience for all our riders.

I'm sure you have noticed some of the changes this year for the Horsey. Some of the highlights include a rest stop at Kentucky's beautiful state capitol, Saturday routes that go west and travel some of our favorite roads from years past, and this year we will be able to offer alcoholic beverages on Friday night at our expo and Saturday after the ride.

We are excited to welcome you to our event and look forward to a great weekend. See you there!

Jon Weisner
Director

If You'll be in Town Early, Join Us for Club Rides!

If you plan to be in town either before or after the Horsey Hundred, be sure to check our club calendar and join us for a few rides! <https://www.bgcycling.net/calendar>

A Message from Georgetown Tourism

[Welcome Horsey Hundred riders to Georgetown, KY: Heart of the Bluegrass!](#)

Welcome to Georgetown, a picturesque town at the heart of Kentucky's horse and bourbon country. Georgetown is the perfect meeting point whether you're coming from near or far. As [Kentucky's Horse Headquarters](#), we're proud of our rich heritage, which includes being the Birthplace of Bourbon. Our town offers various [accommodations](#), from well-known hotels to quaint historic homes and cozy farm stays. Explore over two dozen unique [local eateries](#), especially our 12 downtown gems and [shops, boutiques, art galleries, and antique mall](#), and enjoy the charm of our well-preserved [Victorian downtown area](#). Whether you're here for leisure or adventure, Georgetown has something special for you. Dive into our local attractions and all the fun at www.georgetownky.com.

What the Bluegrass Cycling Club Does with Horsey Hundred Proceeds

The Horsey Hundred is the largest fundraising event for the Bluegrass Cycling Club (BCC). Proceeds from the ride support the BCC and our club activities throughout the year, but most of the funds are used to give back to the community. We do this through a variety of events and outreach initiatives.

Pedaling for a Purpose

Pedaling for a Purpose (P4P), now in its 9th year, is a wonderful collaboration between the BCC and West 6th Brewing in Lexington, KY. Pedaling for a Purpose combines education, bike rides, and philanthropy – three things the BCC is all about. We have 9 sessions beginning in April and ending in September hosted on Saturdays out of West 6th Brewing. We begin with a 45-minute education session with a different presenter every session, followed by bike rides. We select 3-4 cycling related organizations each year, and each mile riders log on P4P day (either in a group or individually) earns \$0.40 for our organization of the day (up to a total of \$1,400 per organization per year). Cyclists earn 1 point for each education session they attend, and 1 point for each ride they do on a P4P day and those earning enough points get a free jersey. This year we are supporting our 4 local NICA teams (youth mountain biking) AMBUCS, an organization that provides adaptive bikes to kids who need special accommodations, and Broke Spoke, our local community bike shop.

Philanthropy Committee Initiatives

The Bluegrass Cycling Club continues to look for ways to contribute to our communities and promote cycling and related activities:

- This year we were able to provide funds for the second year in a row to buy 200 helmets for the Georgetown Parks and Rec Derby Bike giveaway event.
- We also had several new funding activities:
 - We purchased a bike rack, helmets and 12 house bikes for the Lexington Rescue Mission, which serves formerly unhoused people, for their 4 transitional homes.
 - We donated a fleet of bikes to Breckinridge Elementary students. Children qualified for a bike by their teachers asking them to write an essay about why they want a bike.
 - We bought 4 new mountain bikes for the Boy Scout camp, Camp McKee. These bikes will benefit boy scouts in earning a merit badge and Eagle Scout.
 - We also provided a special grant to fund various activities and tools at our local community bike shop, Broke Spoke.

The BCC has for many years participated in holiday events near the end of the year and 2023 was no exception. We were able to provide Big Brothers/Big Sisters funds for helmets and bikes for their Christmas bike giveaway. We continue to support the Georgetown annual police Christmas party for elementary children. We provided over 20 bikes and helmets to children who were identified by the school and administrators.

So far this year we've awarded the new urban Town Branch Park a large grant to fund all the bicycle racks for the park.

Local Bike Shop Information

We strongly recommend that you thoroughly check your bike to make sure it is in good working order before you get to the Horsey Hundred so that you can just enjoy the ride. However, we know things can and do happen unexpectedly. We will have several bike shops on campus with supplies to sell and to provide some mechanical support before and during the ride. Below is a list of local bike shops in case you need them. And even if you don't "need" anything we encourage you to visit them. Local bike shops are essential, and who doesn't like visiting a bike shop? All listed shops are in Lexington.

- Bicycle Face – <https://www.bicyclefacelex.com/>
- Broom Wagon Bikes and Café - <https://broomwagonbikes.com> (Open on Sundays)
- Pedal Power: <https://www.pedalpowerbikeshop.com> **NOTE: Pedal Power will be open extended hours from 10 am – 9 pm on May 23rd and 24th to accommodate Horsey cyclists.**
- Scheller's: <https://www.schellers.com/about/lexington-pg1117.htm>

We look forward to welcoming y'all to Kentucky soon!

The Horsey Hundred Planning Team