

**2025 Horsey Hundred  
News to Use #1  
May 2, 2025**

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This is the first in a series of emails you will receive from us leading up to the 2025 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 Riders! We are so pleased to we welcome you to Georgetown for the 2025 Horsey Hundred in partnership with Georgetown and Scott County Tourism and Country Boy Brewing.

This year's event features new routes exploring more of horse country, and a revised expo and start/finish line. Our team has been working hard to make sure you have a great experience, and we can't wait to see you Memorial Day Weekend!

Jon Wiesner  
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>.

**Lunch menu survey**

The Horsey Hundred provides a meal after your ride on both Saturday and Sunday. To help our caterer plan for the meals, please complete [this short survey](#) – and please only complete it once! We will provide more details next week about our lunch menus along with Friday food truck fare available for purchase on Friday afternoon/evening as you're checking in and enjoying the expo!

**A Message from Georgetown Tourism**

[Welcome 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](http://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 10th year, is a wonderful collaboration between the BCC and West 6<sup>th</sup> 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 6<sup>th</sup> 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 5 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. Programs and activities we funded in 2024 include the following:

- Georgetown Parks and Recreation Derby Day Bike Event: We provided \$2,000 for them to purchase helmets for their bike giveaway.
- Friends of Park and Recreation of Winchester: We provided \$2500 for their safety pack including LED lights, helmets, bikes flags, locks and bells for their 2024 Bike Rodeo.
- Lexington Rescue Mission: We provided the second part of their original funding request for \$7400. We gave them another \$3700 for 6 new bikes to be used at their residential homes – 2 homes for men and 1 home for women. The bikes will be used by residents for commuting and recreation.
- Gatton Town Branch Park: We provided \$10,000 to purchase 22 new bike racks that will be placed along the new trail.
- Life Adventure Center: We provided \$2800 for the center, which includes mountain bike trails and provides programming for youth, to buy new mountain bikes.
- Operation: Secret Santa: We provided \$2000 to purchase helmets to accompany bikes provided to older children and teenagers.
- Julius Marks elementary: We provided \$1000 in seed funding to support their Build Character bike giveaway program in the Spring.
- You Matter Kentucky: We bought a new bike and helmet for an older child who was referred to the BCC by a local Family Court.
- Georgetown Police Annual Christmas Party: We provided \$2000 to purchase bikes and helmets for selected children at Southern Elementary.

## 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?

- **GTown Bikes** - <https://gtownbikes.com/>
  - 150 W. Main St. Georgetown, Kentucky, 40324
  - (502) 370-4339
  - Hours – Tuesday – Friday 11:00 am – 6:00 pm, Saturday 10:00 am – 5:00 pm, closed Sunday and Monday.
- **Bicycle Face** – <https://www.bicyclefacelex.com/>
  - 331 E. Short Street Lexington, KY 40507
  - (859) 888-2453
  - Hours: Tuesday – Friday 10:00 am – 6:00 pm, Saturday 10:00 am – 5:00 pm, closed Sunday and Monday.
- **Broom Wagon Cooperative Bike Shop** - <https://broomwagonbikes.com> **Open on Sundays**
  - 800 N. Limestone, Lexington KY, 40505
  - (859) 554-6938
  - Hours: Wednesday – Friday 11 am – 6 pm, Saturday and Sunday 11:00 am – 4:00 pm, closed Monday and Tuesday.
- **Pedal Power:** <https://www.pedalpowerbikeshop.com>
  - 401 S. Upper St, Lexington KY 40508
  - (859) 255-6408
  - Extended Hours for the Horsey Hundred: Tues-Wed Pedal Power is open normal hours of 10AM-6PM. Thursday, May 22nd and Friday, May 23rd Pedal Power will be open from **10AM until 8PM**. Saturday, May 24th Pedal Power will be open the usual hours of 9AM-5PM. Pedal Power is closed Sunday and Monday May 25th-26th.
  - For all riders of the Horsey Hundred, Pedal Power is offering a 10% discount on all parts, apparel and accessories. This the offer is good during the week of the Horsey, May 19-24.
  - Free parking is located behind Pedal Power. Metered parking is available on the street and is free on Saturdays.
  - Pedal Power will be set up Friday afternoon - evening at the Horsey Hundred vendor expo and will be there early Saturday morning to pack up but also to help out with last minute things that riders may have forgotten!
- **Scheller's Fitness and Cycling:**
  - 1987 Harrodsburg Rd, Lexington KY 40503,

- (859) 276-1071
- Hours: Mon-Fri 10-7, Sat 10-6. Closed Sunday. CLOSED MEMORIAL DAY
- Scheller's offers rentals, and you can see their available inventory and rent a bike at [rentabikenow.com](http://rentabikenow.com). Their road bikes are going fast for the Horsey, so don't delay! They still have some hybrids as well for those doing shorter routes.
- <https://www.schellers.com/about/lexington-pg1117.htm>

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

The Horsey Hundred Planning Team