

FOR IMMEDIATE RELEASE

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Gran Fondo Hincapie Announces Sponsorships and Names Nonprofit Partner for the Chattanooga Event

Lexus continues its support of Gran Fondo Hincapie, Everysight joins as a partner, and the Chattanooga event will donate proceeds to the Chattanooga Area Food Bank.

Greenville, S.C. – Gran Fondo Hincapie is pleased to announce Lexus as the official vehicle for the Gran Fondo Hincapie series, as well as the title sponsor of the Celebrity Chef Dinner, occurring the Friday evening prior to Saturday’s ride. The relationship between Lexus and the Hincapie family dates back four years, when they sponsored the first Gran Fondo in Greenville in 2014.

“Lexus’s presence at Gran Fondo really takes the events to a different level,” says George Hincapie. “Having their support means we’re able to achieve a certain amount of class and luxury that’s characteristic of the Lexus brand and has become essential to the Gran Fondo Hincapie events.”

Everysight, a leading developer of augmented reality products, is also joining the Gran Fondo Hincapie events as a presenting partner. Their flagship product, the Raptor AR smartglasses, uses patented Everysight BEAM™ projection technology to provide non-intrusive real time information and data to the user. For example, the Raptor’s sunglasses product allows a cyclist to view information via a digital display on the lenses.

Other partners for Gran Fondo Hincapie-Chattanooga, occurring May 5, 2018, include: Hincapie Sportswear, Scott Bikes, 1st Endurance, Michelin, Williamsburg Winery, Honey Stinger, and Elliott Davis.

Gran Fondo Hincapie-Chattanooga is also pleased to announce that they have chosen the Chattanooga Area Food Bank as their nonprofit partner. The Chattanooga Area Food Bank will receive proceeds from the event to further their mission of eliminating hunger and promoting better nutrition in the area.

“An important component of the Gran Fondo Hincapie model is working with a local nonprofit to give back to the area,” says Rich Hincapie, CEO of Hincapie Events. “The Chattanooga area has welcomed us with open arms, so this is one way that we can show our gratitude for their hospitality.”

“We are delighted the Gran Fondo Hincapie team selected the Chattanooga Area Food Bank as their charity of choice,” says Gina Crumbliss, Food Bank President & CEO. “Their focus on inclusion and making their events family-friendly perfectly align with what we aim to do at the Food Bank. We’re looking forward to this year’s event!”

About Gran Fondo Hincapie

Gran Fondo Hincapie is a series of cycling events comprised of 15-, 50-, and 80-mile rides. The series is known for a high-end customer experience defined by personal attention and luxury.

The original Gran Fondo Hincapie, located in Greenville, S.C. and now in its sixth year, has topped charts and received stellar reviews, acclaimed for the cycling celebrities in attendance, as well as its careful attention to safety, on-site viewing screens, course and segment timing, live tracking and streaming, live bands at the rest stops, and free family festival.

The first announced expansion of Gran Fondo Hincapie is in Chattanooga, Tennessee. The inaugural ride will occur May 5, 2018, beginning and ending in downtown Chattanooga, and have a similar feel to the original Gran Fondo Hincapie in Greenville. The location of downtown Chattanooga is conducive to a large ride, with boutique hotel The Dwell at the start and finish, as well as ample opportunities for parking and beautiful views throughout the ride.

For more information about Gran Fondo Hincapie-Chattanooga or the Gran Fondo Hincapie series, contact Lindsay Niedringhaus, Director of Content at Hincapie Sportswear, at lindsayn@hincapiesports.com, or visit granfondohincapie.com.

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Hincapie Events offers races and rides for cyclists of all ages and skill levels. From the season-opening Hincapie Spring Series to the ultimate cycling experience of the Gran Fondo Hincapie, the events create a community of cyclists and celebrate the sport of cycling. For more information about Hincapie Events, visit events.hincapie.com.

Hincapie Events is among the many companies within the Hincapie brands, which also include Hincapie Sportswear, Hincapie Custom, Hotel Domestique, Experience Domestique, Restaurant 17, and Holowesko|Citadel p/b Hincapie Sportswear.