



Perris Press Release

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Sponsors Lining Up for Tour de Perris

Sponsors are lining up to support the second annual Tour de Perris bicycle ride Oct. 6.

The inaugural Tour de Perris, created as part of the City's 100th birthday in 2011, proved a spectacular success, drawing more than 350 riders from as far away as Hawaii. Plans are well under way for the upcoming ride and sponsors are contributing to ensure this year's ride builds on the success of the first Tour de Perris.

So far, 10 major sponsors have stepped forward to lend their names and financial or product-support for Tour De Perris 2012. Those include Pacific Code Compliance, Lewis Group of Companies, Valdiego Solutions, Scott Fazekas & Associates Inc., KB Homes, Tri Lake Consulting, Menifee Bikes, Aleshire & Wynder, LLP, AFB Group and Chamois Butt'r (product donation).

There will be plenty to do for people who just want to watch the spectacle.

"There is really something for everyone," said Sara Cortes-dePavon, who is helping coordinate the big ride. "In addition to the riders, we're going to have vendors on campus, Hawaiian dancers and a masseuse.

It's going to be a great community event."

Perris Mayor Daryl Busch said the success of the first Tour de Perris made the decision to host this year's ride a no-brainer.

"Everyone had such a good time last year and we think the 2012 Tour de Perris will be bigger and better," he said. "Our staff is working hard to make the upcoming ride something special for everyone."

The Tour de Perris signature event is a 100-mile ride from City Hall in Perris to the Lake Perris State Recreation Area and through Menifee, Murrieta and Temecula, where riders will enjoy lunch at the Lorimar Vineyards and Winery.

The course features hills, steep grades and flat stretches. The first person to complete the 100-mile ride in 2011 crossed the finish line 5 hours 43 minutes after takeoff. Shorter rides on the upcoming Tour include 62, 30 and 8-mile treks. There also is a "Tour de Tots" bicycle safety class and obstacle course for youngsters under six years old.

The winner of the obstacle course challenge will receive a new bicycle.

The Tour de Perris Committee led by Assistant Director of Development Services Rene Avila and Housing Division Manager Sabrina Chavez has designed a stunning orange-and-black jersey available to all participants. The features an image of

Perris City Hall at night, captured by local resident and photographer Paul Liebrand.

A portion of every jersey sale goes to support Perris Youth Charities, which will purchase athletic equipment for City youngsters.

"Were truly excited about this year's tour and expect a turn out that the community will be proud of," Avila said. "The ride will include all of the great scenery and challenges of last year with a few more support stops along the way to assist riders with their endurance. We encourage families and challenge the cycling community to join us on a great day of cycling."

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Perris City Councilman Mark Yarbrough rode the 30-mile route last year. This year, he's considering moving up to the 62 or even 100-mile trip. He thinks the Tour de Perris is "a signature event" that will raise the City's profile throughout Southern California. Visitors will get the chance to see the City's historical D Street, the Perris Valley Skydive Center, the Lake Perris State Recreation Area and the Perris Auto Speedway.

"This is going to put Perris on the map," he said. "People will come to the City and see all our great assets and they will want to come back again and again."

Entry fees for the 2012 Tour de Perris are as follows: \$65 for the 100-mile "Century" ride; \$60 for the 62-mile "Metric" ride; \$45 for the 30-mile "Half" ride and \$20 (for a family up to four) for the 8-mile ride. Additional information about the bike ride is available at www.cityofperris.org/bikeride; twitter.com/tourdeperris; and facebook.com/tourdeperris



The City has created a stunning jersey commemorating the 2012 Tour de Perris bicycle ride on Oct. 6. The jersey features a nighttime image of Perris' historic City Hall.



Riders take off from City Hall at the start of the 2011 Tour de Perris bicycle ride.