

Gran Fondo Virginia Cycling Event Returns to Charlottesville Virginia's "Green Fondo" Supports Environmental Non-Profit

For Immediate Release

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Charlottesville, VA, Oct. 9 – SportVista, LLC, a sport event management company, announces the second annual **Gran Fondo Virginia** in Albemarle County, Virginia on **Sunday, October 12**. A full schedule of events for bicyclists and their families is planned.

A *gran fondo* – literally translated as “big endurance” from Italian - is a very popular cycling event format in Europe that can include up to 10,000 riders at the biggest events. Often described as “marathons for bikes”, gran fondos feature three or more challenging and scenic courses to suit everyone from beginners to professional cyclists, a mass-start with the pomp and circumstance of a race, and participant timing to include both uphill climb segments and overall elapsed time. Gran Fondos have more recently crossed the Atlantic in a big way and they now feature in such iconic North American locales as New York City, Sonoma County, Calif., and Whistler, B.C. Canada.

“We’re committed to the format of the gran fondo because it’s inclusive and welcoming. The novice cyclist will line up with professional riders, very much like the ‘weekend warriors’ line up with the world’s elite at the New York Marathon,” says **Matthew Butterman** of event organizer SportVista, LLC. “Our mission is to bring world-class cycling events to the communities and causes we serve, and we’re very excited to build one right here in our hometown.”

Proceeds from the Gran Fondo Virginia will support local charity **Better World Betty**, a grassroots organization dedicated to promoting sustainable lifestyle practices for businesses and individuals. Their programs include regular eco-living features in print and radio, a website resource for the community, and the development of a task force on recycling. Better World Betty’s core program is the **Better Business Challenge**, a friendly competition aimed at helping area businesses increase their efficiency and sustainability.

As part of its own commitment to sustainability and eco-living, the Gran Fondo Virginia will include rest stops featuring locally grown produce, a smartphone app featuring all pertinent event information and intended to reduce paper consumption, and incentives for participants to carpool or ride their bicycles to the start/finish venue at Walnut Creek Park.

The Gran Fondo Virginia is part of the three-event **Peaks Power Challenge Ride Series**, supported by Bedford, Virginia-based **Peaks Coaching Group** and famed cycling coach and power training expert **Hunter Allen**. The series allows participants to specifically prepare for the unique challenges of each course by purchasing a training plan during online registration at a special price.

Motorists in the southern and eastern parts of Albemarle County should be aware of the presence of cyclists on roadways between the hours of 8:30 AM to 4:30 PM on Sunday. The Gran Fondo Virginia is classified and sanctioned as a non-competitive event, and no significant traffic disruptions are anticipated.

Registration and further information is available at the event website, www.granfondova.com.

SportVista, LLC is a Virginia-based sport and event management company. We have organized many successful cycling events including the past Tour of Shenandoah and Tour of Virginia races and current events include the Peaks Power Challenge Ride Series. We are dedicated to health promotion and economic development for the communities and municipalities we serve, and to premium experiences and lasting memories for our event participants.