



HEARTBREAK HILL GRAND PRIX

June 29 2008 Newton, MA



FOR IMMEDIATE RELEASE

MEDIA ADVISORY

BOLOCO HEARTBREAK HILL GRAND PRIX TO BRING AMERICA'S TOP PROFESSIONAL CYCLISTS AND RUNNERS TO NEWTON, MA

DETAILS TO BE ANNOUNCED AT APRIL 28TH PRESS CONFERENCE

WHAT: City officials, race organizers, sponsors, runners and cyclists will come together at 2:00pm on Monday April 28th to announce details of the Boloco Heartbreak Hill Grand Prix on June 29th, a day of running and professional bicycle races in the City of Newton to benefit the Lance Armstrong Foundation.

WHO: David B. Cohen, Mayor, City of Newton
J. Alain Ferry, Race Director, Psyclone Sports
Brad Sheehan, Director, MetLife Pro-Am Cycling Team
John Pepper, CEO and Co-Founder, Boloco
Jack Fultz, 1976 Boston Marathon Men's Champion
Nate Jenkins, Professional runner, 7th U.S. Olympic Marathon Trials
Joshua Gordon, Elite Runner, 2008 USATF 3K Indoor National Champion
Nicole Freedman, 2000 U.S. Olympic Cycling Team, 2-time National Champion
Todd Yezefski, Former Pro Cyclist, 11-time National Champion
Jason Beerman, Elite Cyclist, Kenda/Raleigh Cycling Team

WHEN: 2:00pm, April 28th, 2008

WHERE: Mayor's Office, Newton City Hall
1000 Commonwealth Avenue
Newton Centre, MA 02459

INFO: J. Alain Ferry
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