

News Release

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Fitchburg Longsjo Classic seeks community sponsorships

Fitchburg, Massachusetts (March 25, 2009) – At 50 years old and counting, the Fitchburg Longsjo Classic is returning to its roots with the recently launched “50 for Fifty” sponsorship program, which seeks to expand its base of supporters.

On Thursday afternoon, the sponsorship initiative was launched with the help of Dan Mulloy, from Mill No. 3 Farmstand in Fitchburg. Mulloy says that the shop’s first customers were Longsjo cyclists who stopped in the store on their opening weekend in 1998. “We opened our doors for the first time, and the cyclists started to wander in.”

Executive Director Ed Collier says numerous businesses supported the pro/am cycling competition during its early years. However, over the last decade, he said, the race has relied on fewer, but much larger, donations. “It’s our goal to get as many people as possible invested in the race—through sponsorships or volunteering.”

The goal is to sell fifty \$250 sponsorships over the next month, and to secure other donations. Businesses or organizations can select the year they’d like to sponsor. The year 1998 has already been locked in by Mill No. 3.

Individuals or organizations who are interested in sponsoring a year should contact Bill White, marketing director, at wwhite@longsjo.com or 978-597-1766.

Nearly 800 cyclists are expected to roll into North Central Massachusetts for the 51st Fitchburg Longsjo Classic, July 2-5, 2010.

Major sponsors include: The Ronald M. Ansin Foundation, Workers’ Credit Union, Courtyard by Marriott Fitchburg and Fitchburg State College.

For more information, visit www.longsjo.com