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Battenkill-Roubaix - Sponsors & Filling Fast

by Dieter Drake

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Salem, NY - The organizers of the 2007 Battenkill-Roubaix Cycling Race are proud to announce Elite-level sponsors for this year's 3rd annual race on April 14. Trade Manage Capital of Saddle Brook, NJ (www.trademanage.com) has agreed to become the Men's Elite-level sponsor, while Jamis Bicycles of Northvale, NJ (www.jamisbikes.com) has taken the Women's Elite-level slot. Both sponsors represent the continued corporate commitment to supporting bicycle racing in the Northeast U.S. A full list of sponsors can be found at the race's website - www.battenkillroubaix.com. "Trade Manage Capital has a great tradition in supporting the finest community events, those in particular that have exceptional charisma and good character", said Trade Manage Capital CEO, Steven Goldman. "Supporting the Battenkill-Roubaix is frankly more about what we can do to support such a great race and amazing sport than concern about what we might realize from our investment. It's a great opportunity to further the East Coast's premier cycling event." "We're proud to take part in this unique cycling race", said Product Manager Steven Fairchild of Jamis Bicycles. "It's this kind of event that sparks the interest of the casual observer and makes them take notice of the rapid growth of the sport. The Battenkill-Roubaix's attention to detail and quality echoes our philosophy exactly and we wish the race continued success."

The organizers are also proud to report a record registration rate for this year's event. **In little more than 2 weeks of open registration, the race has attracted more than 500 registered bicycle racers from throughout the US and Canada.** The race attracted a total of 250 racers in its inaugural race in 2004, and a total of 550 in 2006. At the current rate, registration is expected to top 900 racers in 2007 before it closes on April 11 making it one of the largest cycling races in the Northeast US. Racers currently registered hail from throughout the Northeast and Canada, and from as far away as Delaware, Virginia, Minnesota, and South Dakota.

The race will again benefit the public libraries of Southern Washington County, NY and Farm Team Cycling - a local bicycle racing club for area youth.

The race is fashioned after the prestigious 100 year-old Paris-Roubaix in France where racers trek over a very difficult course that includes cobblestone paths, narrow roads, and scenic European villages. It's North American counterpart - the Battenkill-Roubaix - features both paved and dirt road sections, difficult hill climbs, and exciting passes through the small villages of Salem, Cambridge, and Greenwich, NY where an estimated 2500 spectators were present for the 2006 edition.

For race, volunteer, and sponsorship information please see www.battenkillroubaix.com. Registration is open at www.bikereg.com

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