



News Release

from Barbara J. Fiala, Broome County Executive

FOR IMMEDIATE RELEASE

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Broome County STOP DWI Presents the 27th Chris Thater Memorial Races and Music Festival

Premier Sponsors:



(Binghamton, NY) The Chris Thater Memorial Races and Music Festival will be held this weekend at Recreation Park in the City of Binghamton August 28th – 29th. The event attracts more than 1,200 athletes and 10,000 spectators to Binghamton's Westside neighborhood.

2010 marks the 27th year of the Chris Thater Memorial. This free community event is organized by Broome County STOP-DWI to heighten awareness about drunk driving and to promote healthy lifestyles. It is named in honor of Chris Thater an avid cyclist who was killed by a drunk driver.

“The Chris Thater Memorial attracts athletes from across our region and the world to compete right here in Greater Binghamton. Broome County is proud to sponsor this event and is delighted to have the support of SEFCU, the City of Binghamton and all sponsors” said Broome County Executive Barbara J. Fiala.

“SEFCU is proud to be once again a major sponsor of the Chris Thater memorial races,” said Michael J. Castellana, president and CEO of SEFCU. “Broome County and STOP-DWI have made tremendous strides in increasing awareness about drunk driving. More importantly, they’re saving lives.”

“The Chris Thater Memorial Races continues to grow due largely to the tremendous sponsorship support it receives from our sponsors, the athletes and spectators alike.” said James F. May, Broome County STOP-DWI Coordinator and founder of the Chris Thater Memorial.

The action begins on Saturday morning at 10:00 a.m. Cyclists travel at speeds of 30-35 mph on the course set up on the city streets surrounding Recreation Park. A number of different cycling races will be held during the day Saturday ending with the USA Crits Pro Women's race at 5pm. On Sunday, racing starts at 8:30 a.m. leading up to the Chris Thater Memorial 5K Run at 10am followed by the USA Crits Pro Men's cycling event at 11:30 a.m.

The Chris Thater Memorial will also include, for the second year, the Chris Thater Memorial Music Festival from 10 a.m. to 9 p.m. on Saturday, August 28th and from 9 a.m. to 3 p.m. on Sunday, August 29th. The Chris Thater Memorial will also include a large expo/vendor display area with a food concession by Lupo's.

For the full schedule of events and entertainment visit: www.bcstopdwi.com.

“We’re proud to participate in this great tradition,” said City of Binghamton Mayor Matt Ryan. “The races memorialize the life of Christopher Thater, and help raise awareness of substance abuse and traffic safety. Now in its 27th year, the event has grown from a small local race into one of North America’s premier cycling and running meets, attracting competitors from across the world. I applaud everyone involved in organizing the races, and I encourage our residents and visitors to attend.”

For more information about the Chris Thater Memorial or Broome County’s STOP-DWI Program please visit: www.bcstopdwi.com.



About SEFCU: Established in 1934 as the credit union for state employees, today SEFCU is among the 70 largest credit unions in the U.S. with over 1,000 ways to join, more than \$1.7 billion in assets, over 175,000 members and 37 offices in the Capital Region, Binghamton, Syracuse and Buffalo.



About the National Racing Calendar (NRC): Entering its 14th season in 2010, the National Racing Calendar (NRC) is an all-inclusive road cycling series sanctioned by USA Cycling. It is designed to provide a ranking system for all elite level cyclists, both amateur and professional, through participation in the nation’s premier cycling events. For more information on the NRC, visit www.usacycling.org/nrc/, or contact Micha Rice at 719-434-4283.



The Broome County STOP-DWI Program’s mission is to develop and coordinate a comprehensive effort to reduce the incidence of impaired driving. The program is supported entirely by the fines that are paid by people convicted of driving while intoxicated. The Chris Thater Memorial is a project of Broome County’s STOP-DWI Program to promote awareness about the DWI problem. The event is held in memory of Chris Thater, a cycling enthusiast, who was killed by a drunk driver.