



2011 Mars Hill Road
April 2-3 Mars Hill, NC



Held under USAC event permit.

PRESENTED by [Madison County TDA](#)

Schedule of Events and Locations

Saturday, April 2nd

- Team and Individual Time Trials: 9am. Start/Finish located near the Beech Glen Community Center adjacent to the Beech Glen Baptist Church. 2936 Beech Glen Rd, Mars Hill, NC. Intersection of Beech Glen Road and Old California Creek Road.
- Road Race: 1pm to 6pm. Start/Finish at the Bull Creek Baptist Church, 2142 Bull Creek Road, Marshall, NC, 28753. Intersection of Bull Creek Road and Hazel Brook Lane.

Sunday, April 3rd

- criterium: 8am to 12:00pm. Biltmore Square Mall, 800 Brevard Road, Asheville, NC 28806.

Notes

Please pre-register for all events. Registration will be open on-site Saturday and Sunday. Registration closes 30 minutes before each race.

Registration fee: \$14 for the ITT, RR, and Crit. \$28 per TTT team.

Bathroom/changing facilities will be provided at the TT, RR, and Crit venues. Please use them.

Numbers will be on the RIGHT for Road Race; on the RIGHT for the TT; and on the LEFT for the Criterium.

Helmets must be worn at all times; **yellow line rule** for RR and TT; **pack it in, pack it out.**

A USAC sanctioned event; USAC rules apply to all events. Must have an annual or one-day collegiate license.

Contact info: Hugh Moran, hamoran@gmail.com, 828.275.3950

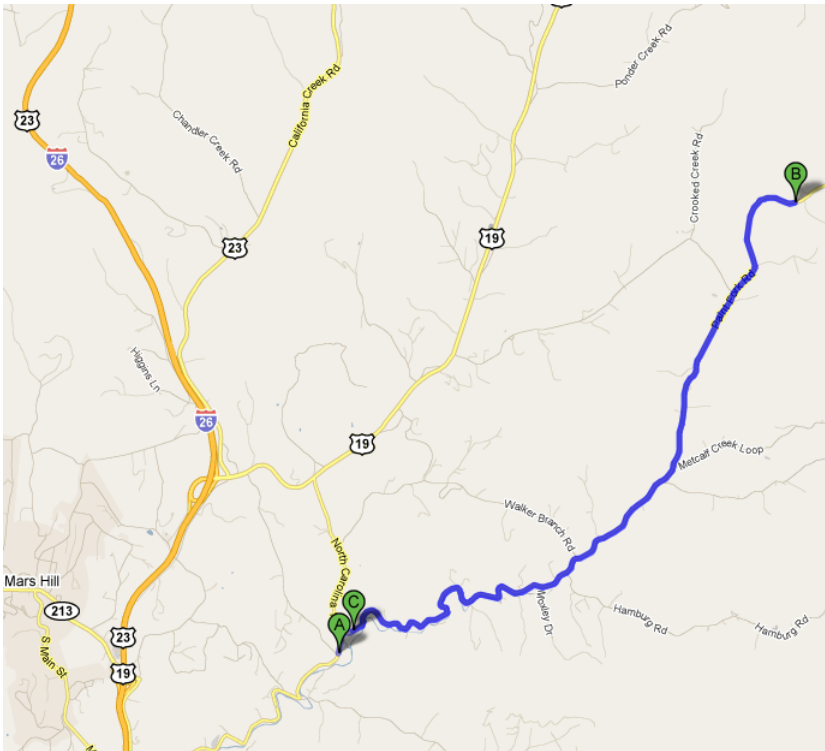
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Time Trials PRESENTED by the [Mountain Sports Festival](#), May 27-29



Time Trials, Saturday, April 2nd, 9 AM

Intersection of Beech Glen and Old California Creek



Course Description:

Slightly uphill on the way out with several twisting bends in the road. Fast and slightly downhill on the way back. USE CAUTION through sharp, fast bends during last 5 miles. There are a couple of bends for which you must slow down to safely negotiate.

Order of teams and individuals:

Teams: Men A, B, C; Women A, B

Individuals: after teams in same order

TTT Route, 13 miles out and back:

Start at the Beech Glen Community Center. Immediate right on Paint Fork Rd. Head NE ~6.5 miles on Paint Fork Rd to turnaround. Finish just before intersection of Paint Fork Rd and Beech Glen Rd.

Parking:

At the Beech Glen Community Center and the Beech Glen Baptist Church.

Directions:

I-26, exit 9 Toward Spruce Pine/Burnsville. Merge onto US-19 /23 turn right on Beech Glen Rd . Center is on the left.

Helmets must be worn at all times.

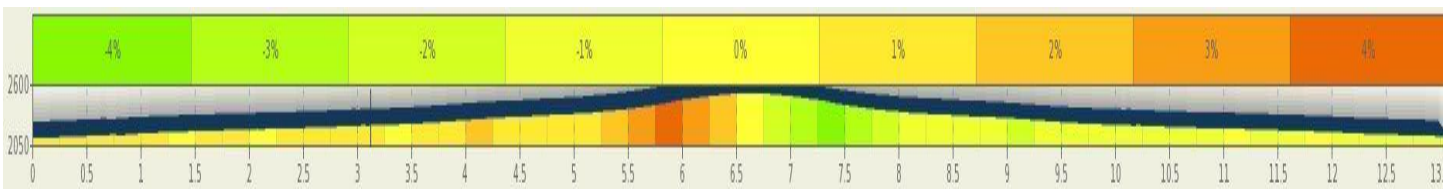
Yellow line rule strictly enforced and will result in disqualification.

Use caution and communication when overtaking teams/riders.

Volunteers will monitor turnaround.

Ride to the far right as possible, course is open to traffic.

Do not discard bottles/wrappers on course or parking area.



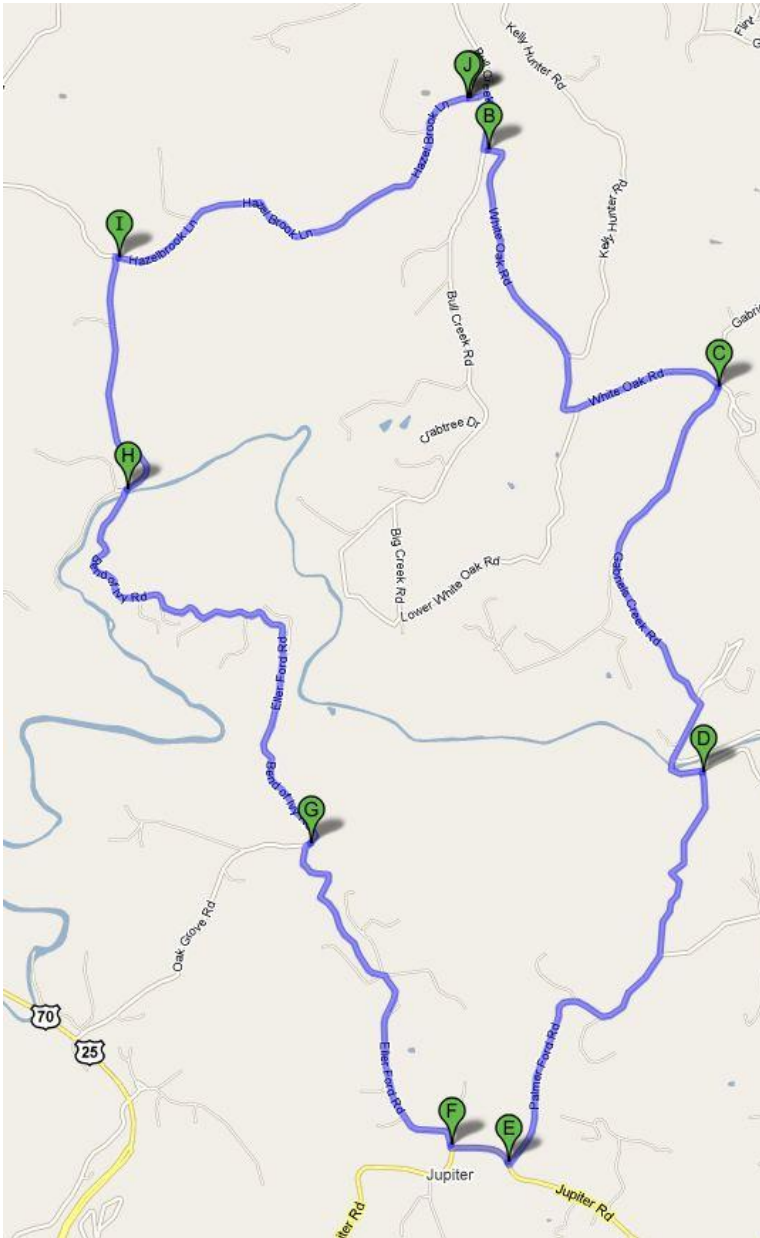
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[First Light Solar](#), [Organic Shopper Magazine](#), [Organic Mechanic](#), and [Bull Creek Shoppe](#)



Road Race: Saturday, April 2nd

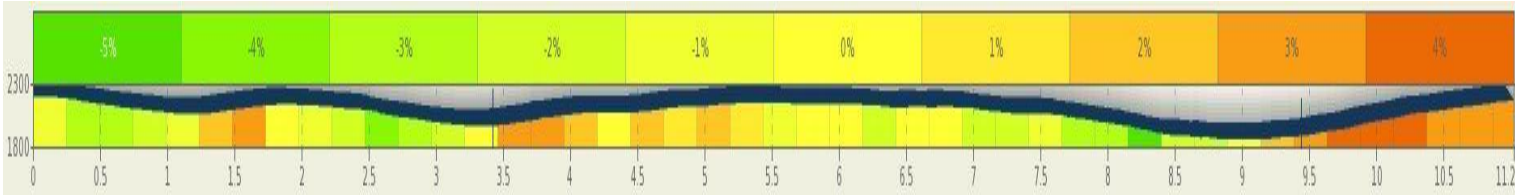
Category	Time	Laps	Miles
Men B	1:00 PM	3	33.6
Men C/D	1:05 PM	2/1	22.4/11.2
Men A	3:00 PM	5	56
Women A/B	3:05 PM	3/2	33.6/22.4



- Helmets must be worn at all times.
- Yellow line rule strictly enforced and will result in disqualification.
- Wheel vehicle provided: wheels in, wheels out.
- Volunteers and law enforcement will monitor turns.
- If passed by sag vehicle, you are subject to all traffic laws.
- Feed zone will be located on S/F climb.
- Discard bottles in feed zone only. Do not discard wrappers.

Course Description: 11.2 mile lap, starts at north end of course, heads south clockwise, descends then three shorter, sharp climbs in first half. A technical descent then lap ends on ~1.5 mile climb to S/F.

Directions: From Mars Hill take Hwy 213 (Cascade St) west to Bull Creek Rd. Turn left. Bull Creek Baptist Church is approx 2 miles on the right. Park in church lot.



2011 Mars Hill Road

Criterium PRESENTED by [The Biltmore Square Mall](#), 800 Brevard Rd, Asheville, NC, 28806
and [The Asheville Fitness Club](#), 1000 Brevard Rd, Suite 175

Criterium, Sunday, April 3rd



Category	Time	Race
Men D	8:00 AM	20 minutes
Men C	8:30 AM	30 minutes
Men B	9:10 AM	45 minutes
Women A/B	10:05 AM	45 minutes
Men A	11:00 AM	60 minutes



- Follow volunteer directions to parking.
- Restroom/changing facilities at Asheville Fitness Club, see map next page.
- Wheel pit at S/F: wheels in, wheels out.
- Helmets required at all times.
- Do not discard bottles or wrappers.
- Registration at S/F closes 30 minutes prior to start time.
- No warming up on course during races.



Criterium course is flat and fast, technical on the back side, with a long/wide finishing straight.

Length: 1 mile

Course is located approx 24 miles south of Mars Hill off of I-26, exit 33.

Map to Bathrooms/Showers at Crit



The Criterium course around the **Biltmore Square Mall** is highlighted in yellow and shows proximity to **restroom/changing facilities** for racers at **Asheville Fitness Center**. The blue arrow indicates the entrance to Asheville Fitness Center.

Showers at Asheville Fitness Center are also available for use after the criterium if you want to clean up before traveling home. **Bring your own towel**. Please respect this very nice facility and clean up after yourself. Thanks.

Their facilities will be open for us from **7am to 1pm**.



Sponsors

[The Madison County Tourism Development Authority](#)

Come Visit Madison County *again*: Mars Hill, Marshall, and Hot Springs welcome you: outdoor recreation; Appalachian and artisan culture; music festivals; all kinds of on/off road bike rides/races; and motorists waving with all five fingers.

[The Biltmore Square Mall](#) Sponsor of criterium and award presentations. Post-crit rush on food court expected.

[The Mountain Sports Festival](#) Check out their event, May 27-29. Road and mountain rides and races. And much more. Hard to name an outdoor sport not represented.

[Asheville Fitness Club](#) The classiest Fitness Club in town.

[The Hot Doggett 100](#) One of the hardest and most competitive rides around. July 9th this summer.

[Hearn's Cycling and Fitness](#) Old/New school bike shop.

[Raw Revolution Energy Bars](#) Healthiest athletic fuel period.

[Neo Burrito](#) Best burrito restaurant in Asheville.

[Hincapie Sportswear](#) Great product, awesome people.

[First Light Solar](#) This company's panels power Mars Hill College's cafeteria and dorms.

[Organic Mechanic](#) Cars are bad... but these guys make them good. And in the most sustainable ways possible.

[Organic Shopper Magazine](#) Your guide to organic shopping.

[Asheville Bicycle Racing Club](#) Sponsors both team and race. Their [French Broad Cycling Classic](#) is on July 15-17.

[Blue Ridge Bicycle Club](#) Huge cycling advocates. Provided our event with the "infrastructure" to run a safe event.

[El Dorado Latin Grill](#) Favorite lunch/dinner in Mars Hill.

More on them below, including a 20% discount for racers.

[Blue Ridge Biofuels](#) Waste oil into fuel for cars/homes.

[Ion Sports Nutrition](#) Sports drinks made by cyclists.

[DeFeet](#) Best arm warmers ever. For feet, knees, hands, too.

[Home Energy Partners](#) Lowering energy costs/consumption

[BioWheels](#) "Bikes for life." Asheville's greenest bike shop.

[Bull Creek Shoppe](#) Coffee, espresso, smoothies, etc...

located near S/F of RR, corner of Hwy 213/Bull Creek Road

Special thanks to volunteers, Madison County, the North Carolina State Highway Patrol (Troop G, District 1), the Madison County Sheriff's Department, and Madison County EMS.

Lodging and Food

LODGING

Comfort Inn, Mars Hill: (828) 689-9000. 167 J.F. Robinson Lane, Mars Hill, NC, 28754

The race host hotel, and the only hotel in Mars Hill. They have knocked their regular rates down to \$85 for one night or \$79/night if you stay two nights. Must mention the bike race when making reservations to get this room rate. They allow up to 5 people in a room. They also have a free warm breakfast available in the morning.

Riverdance Vacation Rentals: (847) 809-3098. www.riverdancenc.com

They are located about 15-20 minutes NW of both the RR and TTT. They can comfortably sleep a team of up to 10-12 for \$240/night, an \$80/night discount. "We offer amazing views, spacious sleeping quarters, use of a full kitchen, warmth of timber frame construction and inviting hospitality. Breakfast and snack baskets are included."

FOOD

El Dorado Latin Grill: www.eldoradolatingrill.com, 14 South Main Street, Mars Hill, NC 28754, (828) 689-9704

They will offer a 20% discount on Saturday, April 2nd, from 11am to 1pm Just mention the bike race. Check out their menu online, and they will cater to your tastes. A favorite place in town. Food is fresh and cooked in front of you. Great place for lunch between the Time Trial and Road Race.