

the  
MATRIX  
CHALLENGE



King of Crits

*April 24<sup>th</sup> and April 25<sup>th</sup>, 2010*

*\$20,000 CASH plus Primes*

*Wilson Historic District in downtown Dallas, Texas*



Same schedule both days:

Event ****	Start Times ****	Duration (minutes)	Payout / Places	Field Mtn / Limit	Pre-Reg / Late Fee ***
Women Cat 4	7:00 AM	45	\$500/10	20/50	\$40/\$10
Women Cat 3	7:55 AM	60	\$600/8	20/75	\$40/\$10
50+ Cat 1-4, 60+*	9:05 AM	50	\$650/8	20/75	\$40/\$10
Junior 10-14 Cat 4/5 Junior 15-18 Cat 4/5 (boys and girls), Junior Open Cat 1,2,3**	10:05 AM	45	Awards/5 for all five categories!	None	\$20/\$10
40+ Cat 1-4	11:00 AM	50	\$650/8	20/75	\$40/\$10
The Kiddie Challenge	12:00 PM	Half Lay or Two Lays	Medals for All	None	FREE!!
Master 35+ 4/5	12:45 PM	45	\$500/10	20/75	\$40/\$10
Pro, 1, 2	1:40 PM	90	\$1999/19, \$1000 Primes	20/75	\$40/\$10
Women Open	3:10 PM	60	\$1000/10	20/75	\$40/\$10
Men Cat 3	4:20 PM	60	\$1100/15	20/75	\$40/\$10
Men Cat 4	5:30 PM	50	\$600/8	20/75	\$40/\$10
Men Cat 5	6:30 PM	45	Awards/5	20/50	\$40/\$10

\* 50+ and 60+ will be scored separately but race at the same time for the same purse.


\*\* Juniors will register by individual event and have separate awards but race at the same time.

\*\*\* Single late fee applies after April 21<sup>st</sup> at ten PM Central. Ten dollar discount for all secondary registrations.

\*\*\*\* Race is held under USA Cycling permit TBD. The Matrix Challenge rolls on RAIN or SHINE because Texas cyclists fear nothing.

Promoter reserves the right to combine, cancel, or reduce prizes for any race that does not meet minimums. Wheels in/wheels out. Free laps end with five to go. We are totally responsible for the excessive fun generated by this event.

**Directions:** From I-30 take exit 48A and go north on Peak to Live Oak, then west on Live Oak. Take any of the side-streets to the left after passing Hall St. These will run into the course and offer the best street parking.

**Pre-Registration:** Online at: [www.bikereg.com](http://www.bikereg.com)  (online registration is subject to additional fees). Or mail your check and a filled out & signed 2010 Standard USA Cycling, Inc. Athlete's Entry Blank & Release Form to: Matrix Challenge 2010, PO Box 835801, Richardson, TX 75083-5801 (Standard USA Cycling, Inc. Athlete's Entry Blank & Release Form available at: [www.usacycling.org](http://www.usacycling.org)). Request additional information at [david.adams@ca.com](mailto:david.adams@ca.com), visit [www.txbra.org](http://www.txbra.org), or call 214.529.8293. For TXBRA & Texas Cup info visit [www.txbra.org](http://www.txbra.org). For USA Cycling info visit [www.usacycling.org](http://www.usacycling.org).

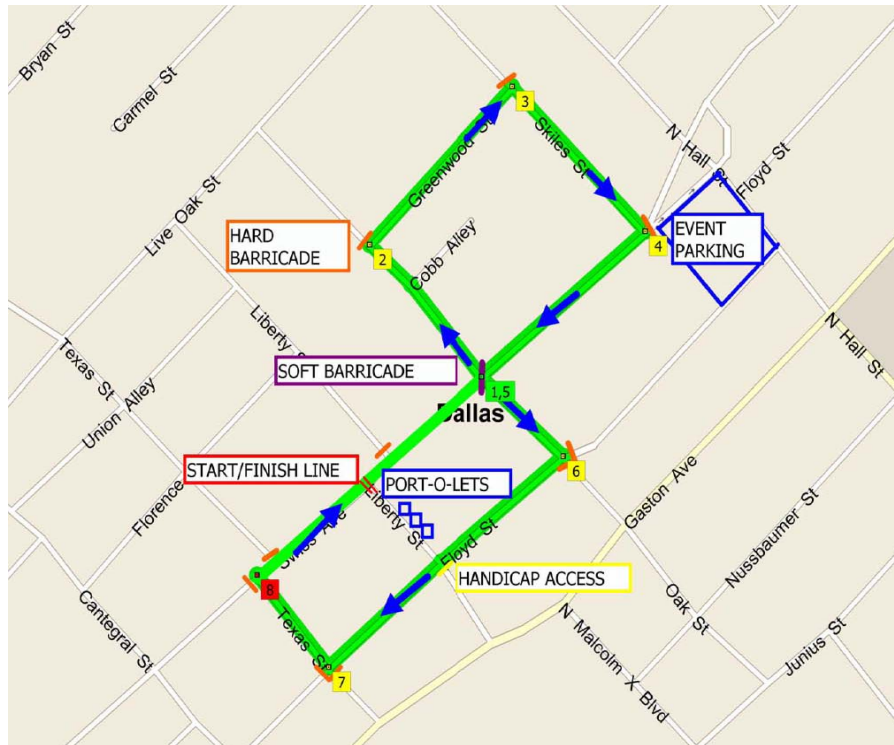


CYNERGY  
PARTNERS





# The Gem of the Wilson Historic District:



The Wilson Historic District is the campus for The Meadows Foundation and features shady, tree-lined streets that are wide, smooth, and flat. All turns are 90 degrees. The 8/10<sup>th</sup> mile course encircles The Meadows Foundation, the shaded green oasis of Central Square City Park, and the restored 19<sup>th</sup> century historic homes that line beautiful Swiss Avenue. There is a full city block straightaway both before and after the finish line. The Matrix Challenge is a pleasant, safe, and family friendly environment perfect for both racers and spectators alike.

**RICHARDSON**  
*Bike Mart*  
[www.bikemart.com](http://www.bikemart.com)

