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TX TOUGH HOSTS FIRST-EVER DALLAS CRITERIUM

High-speed professional cyclists to race through downtown Dallas on September 11

DALLAS—The TX TOUGH Tour, a three-stage athletic pledge fundraiser created to raise money for Children’s Medical Center Dallas, will host the first ever TX TOUGH Grand Prix in Victory Park at 7:30 p.m. on Sept. 11.

The TX TOUGH Grand Prix is a high-speed, circuit style bike race known as a criterium. Professional cyclists will race around a 1500-meter loop through Victory Park and the American Airlines Center. The event will feature more than 100 professional riders who will compete for the \$25,000 prize. Dallas citizens will have the opportunity to watch riders reach speeds up to 50 mph as they fly through the streets of Dallas.

The TX TOUGH Grand Prix is free and open to the public. Sports fans are invited to attend and take part in the up-close action. Advanced multimedia in Victory Park will display the competition to ensure all spectators can keep a close eye on the race as it unfolds. Race-watchers will enjoy the evening of food and drinks, music, games and the crowning of the first-ever TX TOUGH Grand Prix Champion.

The criterium is the official kick-off to the bike stage of the TX TOUGH Tour. The tour consists of a run in March, a swim in June, and a bike in September. This year's bike stage takes place Sunday, Sept. 14 at the American Airlines Center in Victory Park. Bike participants will have the option of biking 10 kilometers, 40 kilometers, 56 miles, or 112 miles.

Joel Williams, founder of TX TOUGH, created this event in an effort to raise money for Children’s Medical Center Dallas and to honor the *toughness* patients exude every day.

“We are passionate about Children’s,” said Joel Williams, founder of TX TOUGH. “Our love for the hospital led to the development of this unique series of athletic events that will engage North Texas citizens. Young or old,

athletic or not, everyone has the opportunity to make life better for the thousands of kids treated at Children's every year."

For more information on the TX TOUGH Tour or the TX TOUGH Grand Prix, visit www.txtough.org.

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Children's Medical Center Dallas is private, non-profit, and is one of the largest pediatric healthcare providers in the nation. As the only academic healthcare facility in North Texas dedicated exclusively to the comprehensive care of children from birth to age 18, Children's provides patient care ranging from simple eye exams to specialized treatment in areas such as heart disease, hematology-oncology and cystic fibrosis. In addition, Children's is a major pediatric kidney, liver, intestine, heart and bone marrow transplant center. As the primary pediatric teaching facility for The University of Texas Southwestern Medical Center at Dallas, the medical staff at Children's conducts research that is instrumental in developing treatments, therapies, and greater understanding of pediatric diseases. Children's enjoys a stellar reputation as one of the finest pediatric facilities in the United States. The Joint Commission awarded Children's an "outstanding" ranking, and both U.S. News & World Report and Child magazine have named Children's as one of the nation's top pediatric providers. Children's makes life better for the patients it sees during more than 340,000 visits each year. For more information about Children's visit www.childrens.com.