



## **The Denver Post Ride The Rockies (RTR) Event Overview**

### **Tour Facts**

- RTR is the signature event of the Denver Post
- RTR, currently in its 25<sup>th</sup> year, is Colorado's premier cycling event
- Each June cyclists embark on a six or seven day tour through the Rocky Mountains
- RTR's route is different each year, but always climbs a few challenging mountain passes. Daily rides can be as short as 35 miles or as long as 100 miles
- Host Community benefits include publicity, positive economic impact, and fund-raising opportunities.
- Host Community responsibilities include providing alternative lodging, inexpensive community meals, and entertainment.
- Between 3500 – 4000 applications are received annually for the registration lottery.
- Cyclists on past tour's have represented all 50 states and 18 foreign countries.
- Ride The Rockies is a non-competitive event open to cyclists of all ages
- Over 100 volunteers support RTR cyclists throughout the week
- RTR receives extensive media coverage. In 2009 alone, the tour generated over 205 million media "impressions" through radio, television, and print media; including extensive coverage in The Denver Post and KCNC News 4.
- Nationally, RTR has been featured twice on the NBC Today Show and Bicycling Magazine
- Each year, RTR generates more than \$1,500,000 of tourism business in Colorado. In 2009, cyclists spent an average of \$250,000 in each host town.
- On behalf of RTR, The Denver Post Community Program awards a \$5,000 grant to a nonprofit organization in each host town.
- Proceeds from RTR benefit Denver Post Charities, a McCormick Foundation Fund, supporting local nonprofits that provide literacy services and/or programs for low-income youth.

## 2009 Demographics

- 68% Male, 32% Female
- Median age: 48
- Household income:
  - 29% over \$150,000
  - 42% over \$125,000
  - 56% over \$100,000
  - 73% over \$75,000
- 100% have internet access
- 68% Colorado residents
- 66% employed in professional/managerial positions
- 72% married, 28% single
- 95% have college degrees, 49% have graduate degrees