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NEWSLETTER / NEWS RELEASE
From the Office of the Mayor

FOR IMMEDIATE RELEASE

AUGUST 20th, 2024



THE 2ND ANNUAL TOUR de FLORISSANT WILL BE ON LABOR DAY AS THE FINAL LEG OF THE 2024 BOMMARITO AUDI WEST COUNTY GATEWAY CUP

Mayor Lowery and the City of Florissant are proud to partner with Big Shark Bicycle Company and announce that Historic Old Town Florissant will be the new host venue for the final day of the 2024 Bommarito Audi West County Gateway Cup race series on Monday September 2, 2024! The Gateway Cup is a prestigious four-day cycling event over Labor Day weekend in four of the coolest neighborhoods in the St. Louis area that plays hosts to hundreds of athletes and 30,000-40,000 spectators over the entirety of the weekend.

The Bommarito Audi West County Gateway Cup is the final stage of the American Criterium Cup. All four days of the Bommarito Audi West County Gateway Cup are part of USA Cycling's National Criterium Calendar, the official, professional road racing series in the United States.

The best professional and amateur cyclists in the United States are coming to St. Louis to put on a show over Labor Day Weekend! Four full tilt races will take place in four unique neighborhoods: Lafayette Square, Francis Park, the Hill, and Old Town Florissant.

Each day features an all-day program of racing that includes amateur races and kid's races, that builds up to the men's and women's professional races. Each race showcases "criterium format" racing on 1 mile+ laps. This Americanized style of racing appeals to both athletes and spectators alike as the peloton goes by every few minutes, holding lines only inches apart from one another. Spectators can watch the excitement as each race develops lap after lap and cyclists' race by at average speeds of 30 MPH.

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The fourth and final leg of the Gateway Cup gets under way in Historic Old Town Florissant on Monday September 2nd, 2024. This technically demanding course races through one of St. Louis' most nostalgic locales and goes past some noteworthy local landmarks and restaurants including: Made. by Lia, the Old Town Wedding Chapel, Sacred Heart Catholic Church, Henke's Tavern, Catering to You Old Town Kitchen, VFW Post 4105, Smoke n' Sip, Bunker's Tavern, Red Oven Wood Fired Pizza, and Hendel's Restaurant. This event will bring an even larger sense of community and competition to the streets of Old Town than the inaugural Tour de Florissant brought when Florissant hosted the Missouri State Championship Criterium in August 2023.

The Florissant Old Town Historic District is a locally designated historic preservation planning district, created by ordinance in 1969. The heart of Old Town Florissant is listed on the National Register of Historic Places. The oldest section of the present City of Florissant encompasses approximately 156 city blocks. The municipality contains 124 historically significant properties ranging in date from 1790 to 1940 and the neighborhood around Old Town is proud to support community events such as this.

The 2024 American Criterium Cup (ACC) showcases the premier domestic criterium events in the United States over six months and spans from coast to coast. The ACC will include overall individual, sprint, and team rankings for men and women, eventually crowning ACC Champions following the 8 ACC events that comprise the 2024 USA Cycling National Criterium series calendar. The American Criterium Cup features the nation's top Pro-Am road race events, and is open to both professional and amateur cyclists. <http://www.americancritcup.com>

USA Cycling is recognized by the United States Olympic Committee and the Union Cycliste Internationale and is the official governing body for all disciplines of competitive cycling in the United States.

Course Description: A hilly, challenging, and technical course set in Old Town Florissant, Missouri. Featuring an uphill finish, good pavement, and strong community support.



For questions or more information go to www.gatewaycup.com, or please contact Florissant Director of Economic Development Patrick Mulcahy, 314-839-7690, pmulcahy@florissantmo.com or Mike Weiss with Big Shark Events, 314-920-9606, mike@bigshark.com