CITY OF CAMBRIDGE

CITY HALL, CAMBRIDGE, MASSACHUSETTS 02139 • (617) 498-9017

OFFICE OF
THE CITY CLERK

November 6, 1986

Ms. Alice Peck, Managing Partner
Breakaway Promotions
2271 Washington Street/Suite E
Newton Lower Falls, MA 02162

Dear Ms. Peck:

Pursuant to your recent petition requesting permission for and the necessary permits to conduct the Nabisco Wheat Thins Mayor's Cup Bicycle Race on June 29, 1987, enclosed you will find a copy of the order adopted by the City Council, unanimously approving your request, dated November 3rd.

Copies of this order, your petition, and its attachments have been forwarded as of this date by this office to the departments concerned.

Thank you for your cooperation in this matter.

Sincerely yours,

Joseph E. Connarton

Joseph E. Connarton
City Clerk.

JEC/mh

cc: David Noonan, Executive Assistant to the Mayor

CCM-101

City of Cambridge

Communication No. 8

IN CITY COUNCIL

November 3, 1986

MAYOR WALTER J. SULLIVAN

WHEREAS: This City Council is in receipt of a communication from Breakaway Promotions relative to the 1987 Mayor's Cup Championships, sponsored by Nabisco Wheat Thins Company, Inc.; and

WHEREAS: The Mayor's Cup Race, scheduled for June 21, 1987 forms a route which will include the start and finish line by Holyoke Center on Massachusetts Avenue to the Broadway Underpass with the mid-point near the Fire Station and will continue onto Quincy Street to reach the finish line on Massachusetts Avenue; now therefore be it

RESOLVED: That this City Council go on record approving the request of Nabisco Wheat Thins Company, Inc., to conduct the Mayor's Cup Bicycle Race on June 21, 1987; and be it further

RESOLVED: That the City Manager be and hereby is requested to instruct the Chief of Police, the Director of Traffic and Parking, and the Commissioner of Public Works to issue all appropriate permits to the petitioner subject to local laws, rules and regulations and to cooperate to the extent possible with the sponsors of the Bicycle Race in order to ensure a successful operation on the day in question.

In City Council November 3, 1986.
Adopted by the affirmative vote of 9 members.
Attest:- Joseph E. Connarton, City Clerk.

A true copy; Joseph E. Connarton

ATTEST:-
Joseph E. Connarton, City Clerk.

"The best in Bicycle Racing"

BREAKAWAY PROMOTIONS

(617) 244-1577

2271 WASHINGTON STREET/SUITE E, NEWTON LOWER FALLS, MASSACHUSETTS 02162

RECEIVED BY
OFFICE OF CITY CLERK
1986 OCT 30 PM 2:19
CAMBRIDGE MA.

MANAGING PARTNERS
Alice Peck
Mauricio Puente
Chris Ryan

October 28, 1986

Joseph Connarton
City Clerk
Cambridge, Mass.

Re: Mayor's Cup bicycle race, June 21, 1987.

Dear Mr. Connarton,

Our first opportunity to work with the City of Cambridge was during April, May and June of 1986 in the promotion of the Nabisco Wheat Thins Mayor's Cup Bicycle Race, on June 29, 1986. We have received tremendous feedback on the success of the event; from the racers, our sponsors, Cambridge city officials, local businesses and the media. Vice Mayor Alfred Vellucci was our Host, and welcomed the city's residents to see major league bicycle racing in Harvard Square. The City of Cambridge was most helpful and supportive of this inaugural sports event; and for that we are grateful.

The success of the Race was due, in large part, to the great cooperation and assistance given to us by all city departments that were involved in the coordination of the day's activities. From our very first encounter, we were impressed by the effort extended to us to help put on a GREAT RACE.

Breakaway Promotions has been offered the 1987 Mayor's Cup Championships by Nabisco. We are extremely pleased to be involved in this event.

RECEIVED
OCT 30 1986

Benefits available to the Championship City are as follows:

1. National TV coverage during the event.

2. No cost to the City of Cambridge.

3. Local radio advertising (paid by Nabisco).

4 .Positive economic benefit to the city.

5. Revenue for the City

On race day, the sunshine was bright, 280 racers from national and international teams came to compete and Harvard Square was filled with excited spectators. Vice Mayor Alfred Vellucci (substituting for Mayor Walter Sullivan) welcomed the crowd to witness a thrilling event. Cambridge was the fourth city in the Series (15 cities, championship in San Francisco). This was the second year of the series, with the richest cash and merchandise prize list for cycling in the U.S.

The 1985 Championships were promoted by our firm, a successful inaugural event for a first time sports event in a major city.

We, Breakaway Promotions, request the issuance of a permit to hold a bicycle race in Harvard Square, on June 21, 1987, to be hosted by Mayor Walter J. Sullivan (on the same course as '86). Attached is a copy of the course for '86, without changes for '87. Also included are copies of local press coverage for the race (with packets for each of the City Council members). We will be available to respond to any inquiries from the council as they so desire on the November 3 meeting, if placed on the communications agenda.

We seek to promote the Championship Final of the Nabisco Wheat Thins Mayor's Cup in Cambridge, and in order to expedite the completion of plans for the national calendar, we ask you to consider our request at your earliest convenience.

Please contact us for any questions. Thanking you in advance for your consideration of our request.

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Alice Peck

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BREAKAWAY PROMOTIONS

cc: Mayor Walter J. Sullivan
Councilman Alfred Vellucci
Councilman Francis H. Duehay
Councilwoman Saundra Graham
Councilman William Walsh
Councilman Thomas Danehy
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Councilwoman Alice Wolf
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Police Chief Anthony Paolillo
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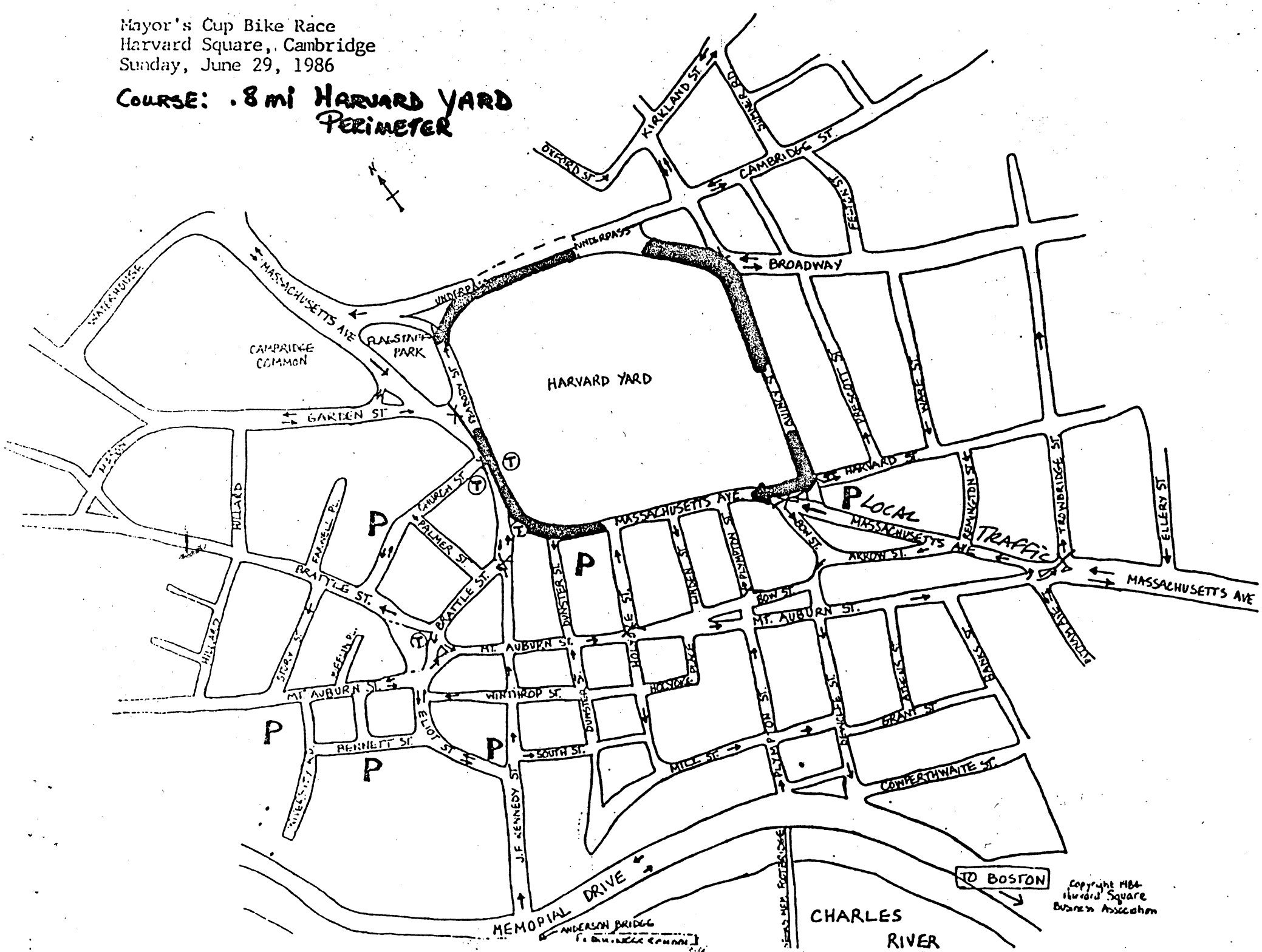
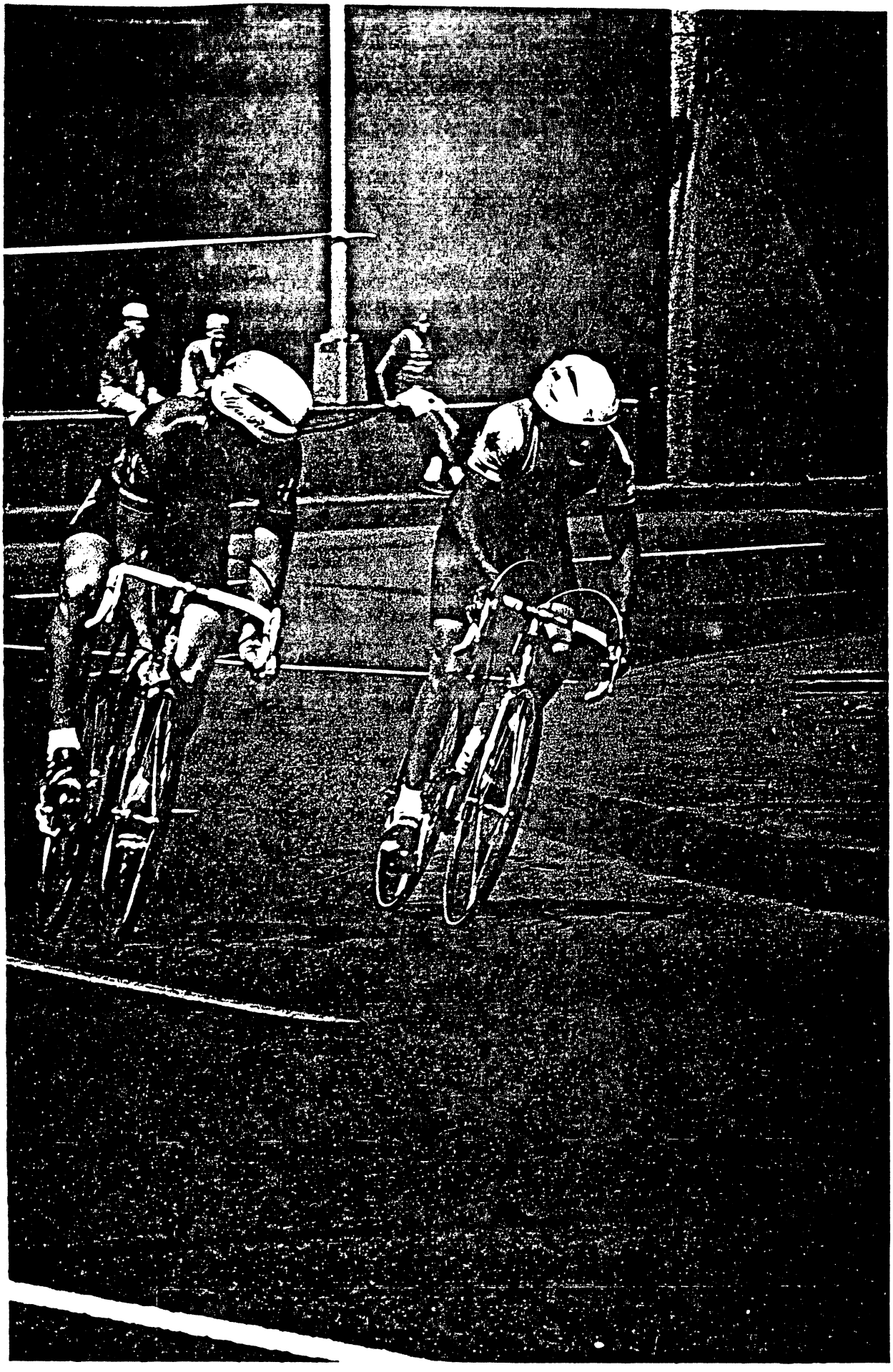
George Teso, Director Pkg & Traffic
Robert J. Healy, City Manager
David Noonan, Executive Assistant to the Mayor

Mayor's Cup Bike Race
Harvard Square, Cambridge
Sunday, June 29, 1986

COURSE: .8 mi HARVARD YARD PERIMETER





Bicycle Racing

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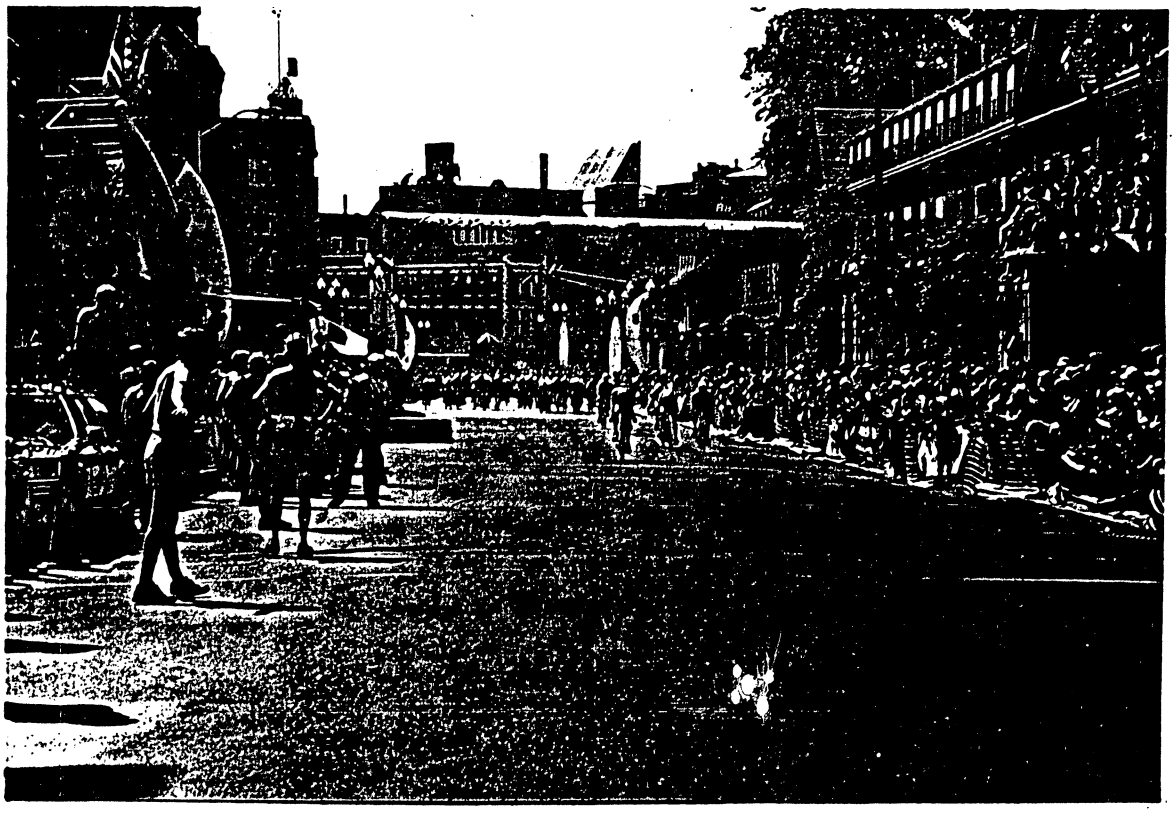

Wheat Thins / Del Monte Mayor's Cup Race
Harvard Square, Cambridge, Mass.
6/29/86

"The best in Bicycle Racing"

BREAKAWAY PROMOTIONS

(617) 244-1577

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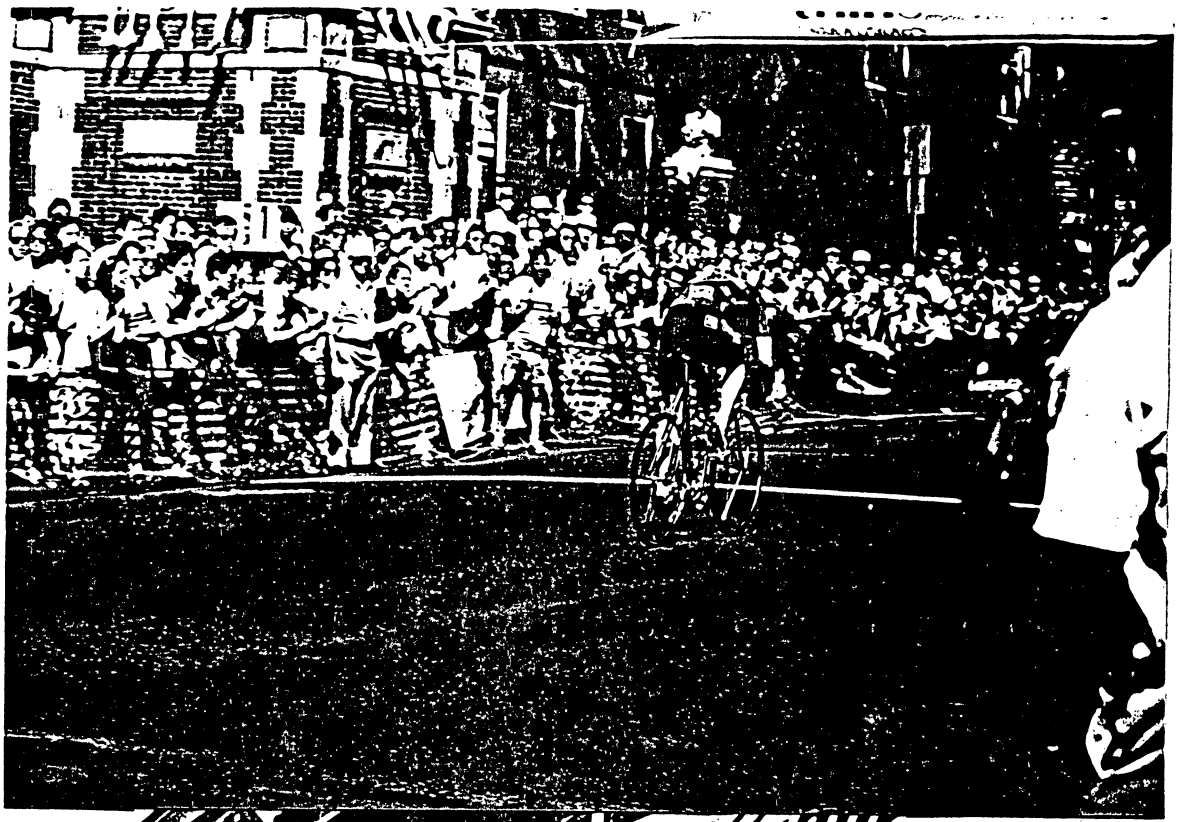



Mayor's Cup
Wheat Thins / Del Monte
Pro-Am Race
Winner: Bruce Donaghy
Team: Alpha Romeo.

Harvard Square
Cambridge, Mass.
6/29/86

Bicycle Racing

BREAKAWAY
PROMOTIONS

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MANAGING PARTNERS
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What Thing / Del Monte Mayor's Cup Race
Harvard Square Camb.
6/29/86. Crowd: 15,000.

The best in Bicycle Racing

BREAKAWAY PROMOTIONS

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Our Marshalls!
Harvard Square
Cambridge
6/29/86

Cambridge Chronicle
Thursday June 26 1986

Mayor's cup bike race set for Harvard Square

Harvard Square is the scene of the Mayor's Cup Bike Race on Sunday, June 29, beginning at 12 noon, when over 250 professional cyclists meet to race each other over a continuous course around the Harvard Yard for prizes totaling more than $10,000.

Sponsored by Nabisco Wheat Thins, Del Monte Fresh Fruit, the Bicycle Exchange, Kryptonite Locks, and the Harvard Square Business Association, the Mayor's Cup brings top flight celebrities to Harvard Square to race and to promote bicycle safety and the exciting sport of cycling.

With pedestrians watching from the sidewalks, cyclists race from the start/finish line near the Holyoke Center on Massachusetts Avenue to the Broadway underpass and the midway point (or prime line) near the fire station, onto Quincy Street, and back to the finish line on Mass. Avenue. (The prime line — pronounced 'preem' — near the fire station triggers sprints mid-way to the finish line for additional prizes.)

The Mayor's Cup bike races challenge registered international cyclists in three categories — juniors and seniors at 12:30 pm, women at 1:45 pm, and top professional men at 2:45 pm. Between races, the crowd can expect special entertainment featuring the New England Human Motorized Vehicles, the CRLS Marching Band, the Painter Bros. Comedy/Jugglers Revue, and the North Shore Freestyle BMX Team. Souvenir T-shirts, bike hats, and balloons will be on sale along the race route to benefit the Cambridge Rindge and Latin Music Scholarship Fund.

Spectators are advised to come early and to use the MBTA's Red Line and surface bus routes direct to Harvard Square. Street closings and detours will be set up from 11 am until 6 pm at the following intersections:

Putnam Square where traffic will be diverted via Trowbridge and Broadway into Harvard Square from the north (Local traffic and buses may continue on Mass. Ave. only as far as Quincy Square turning at Bow Street and left onto Mt. Auburn St. via Mass. Ave. toward Central Square.)

Flagstaff Park rotary adjoining the race course (North-south traffic will flow from Mass. Ave. to Brattle St.)

Memorial Drive/Riverbend Park closed to vehicles on Sunday (Detours at Western Ave., Fresh Pond Parkway, and JFK St.)

All cars prohibited along the race course — i.e., along Quincy Street, Mass. Ave. (from Quincy to Flagstaff Park), and Broadway to Quincy Street near the fire station.

Parking is available in nearby lots and garages operated by Fitz Inn Auto Parks, Harvard Square Parking Garage Inc., and Pilgrim Parking. There are 1500 parking spaces in Harvard Square located at the Gulf Station on Mass. Ave. at Quincy Square; under Holyoke Center; on Church Street; on the corner of JFK and Eliot streets; in Charles Square complex on Bennett Street and in the University Place Garage on University Road off Mt. Auburn.

Over 250 cyclists are expected to register at the Bicycle Exchange on Bow Street up to the morning of the race. Top flight entrants include Tom Prehn, Mark Whitehead, and the Schwinn National Team; a team from the Netherlands wearing BiEx T-shirts; French riders from La Vie Clair; and Rebecca Twigg, Olympic silver medalist and other members of the 7-11 Team. Connie Carpenter Phinney, 1984 Olympic Gold Medalist, will announce the race along with Dennis John Cahill from WVBF Radio, Boston.

During the race, Mount Auburn Hospital will provide emergency medical services for the cyclists, and a Leisurcise clinic will be setup near the finish line to offer free massages and body analyses for racers. Breakaway Promotions will coordinate the actual race relying on volunteer race marshalls at pedestrian crossings and on Cambridge police officers at traffic detours.

As the official local sponsor, the Harvard Square Business Association wishes to thank the City of Cambridge, the MBTA, and our other co-sponsors who have helped to make the Mayor's Cup a safe and successful event in Harvard Square.

For more information, contact Sally Alcorn, executive director of the Harvard Square Business Association, 18 Brattle St., telephone 491-3434.

Alice & Mauricio & Chris

Boston Globe 6/30/86

Donaghy's sprint wins

Pearson 2d in Mayor's Cup

By Susan Bickelhaupt
Globe Staff

CAMBRIDGE – Everyone knows that competition has no place for friendship.

So when Bruce Donaghy, of Allentown, Pa., looked over his shoulder to see Paul Pearson chasing him with one lap to go in the Mayor's Cup bicycle race yesterday, he thought nothing of going all out to sprint to the finish, good for first place and $600.

Donaghy and Pearson live four blocks away from each other and say they are good friends. "We train together all the time, so we really know each other's strengths and weaknesses," said Donaghy. "But I have the better sprint."

He also showed he had more strength than anyone else, as he broke away from the pack after only five laps of the 40-lap race that went around Harvard Yard. Donaghy stayed in command of the pack of 100 amateur and professional cyclists to collect $2,315 in primes, or prize money offered for the leader every half-lap, which, combined with his win, netted him $2,915 for the day. He covered the 30 miles in 1 hour 7 minutes 23 seconds.

Canada's Ross Chaife challenged Donaghy most of the way, and the two were more than a minute in front of the pack at one point. But Donaghy credited his Alfa Romeo teammates Jeff Rutter, Matt Eaton and Dan Franger with keeping the pack in tow.

"Alfa Romeo won the race, not me," said Donaghy, 27. "They did a great job of keeping the pack away. Without a couple of teammates, you just can't do it."

In the final laps, though, Chaife dropped back and so early," said Furey. "But someone made a move for a prime on the second lap, and I attacked and got it, and just stayed in front."

Betsy Davis, also of the Winning/Peugeot team, supported Furey by blocking well and keeping the pack from attacking Furey, whose time for the 20 miles was 40 minutes 35 seconds – 45 seconds ahead of Davis.

Illness slowed down Furey's training during the offseason, but she has left no doubt that she is back on track. She has won three of the four Mayor's Cup series races so far, and is way ahead in overall earnings, with $2,900. Carole Addy, who finished third yesterday, is second overall with $1,270.

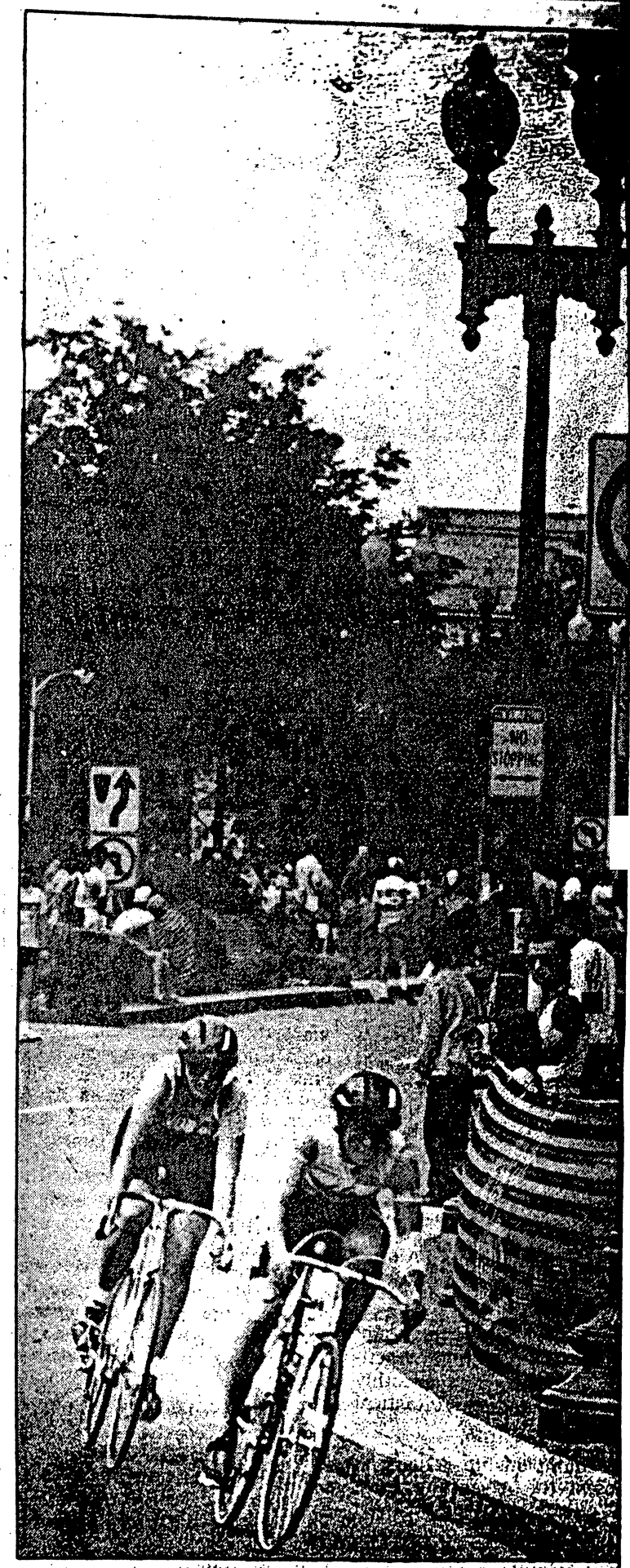
Seventeen-year-old Frank McCormick of Plymouth won the Senior 3, Junior and Veteran race.

The three races, which began at noon and virtually tied up all of Harvard Square, attracted bike fans and non-fans alike as racers rode past Widener Library and the Fogg Museum, down Quincy Street, onto Broadway, and finally past the Out of Town newsstand on the final stretch.

Some Cantabrigians remained oblivious to all the racket going on, as they pored over chess games and lunched on croissants.

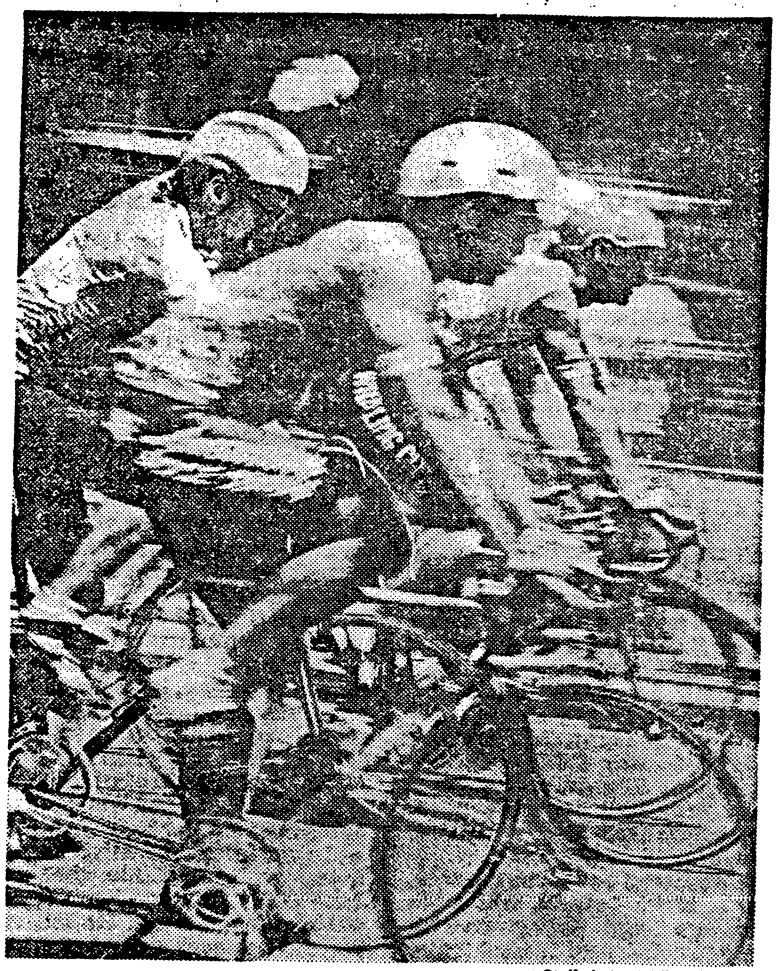
But others, such as Ann and Jerry Donovan of Somerville got caught up in the action.

"We were trying to go the Mass at St. Paul's but we couldn't because traffic was blocked," said Ann Donovan. "So we saw the bike races going on and decided to stay. This is a great scene here; we can go to church later."



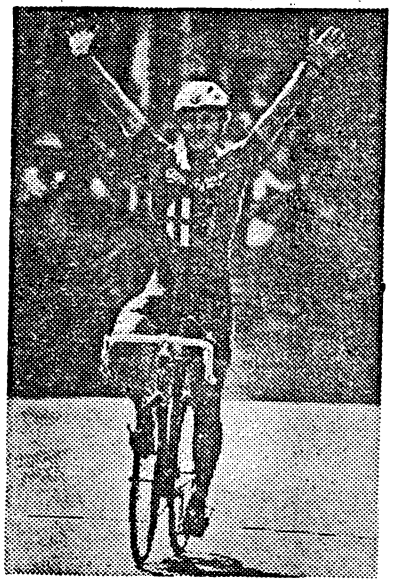
Rebecca Twigg leads a competitor through Harvard Square

Bikers ride 'n' roll to victory

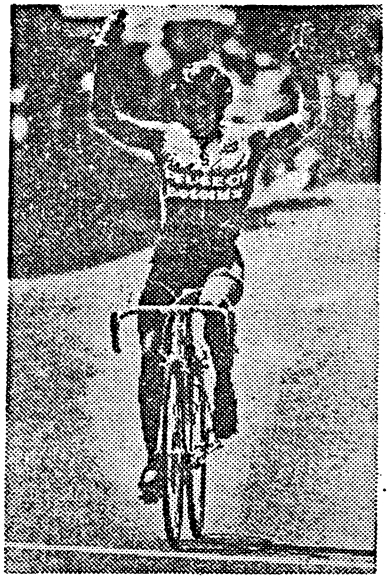


Staff photos by Rick Sennott

BEATING THE HEAT: A biker cools off with a water bottle as he keeps pace with a pack in the Wheat Thin Mayor's Cup race.



BRUCE DONAGHY
Men's pro race winner

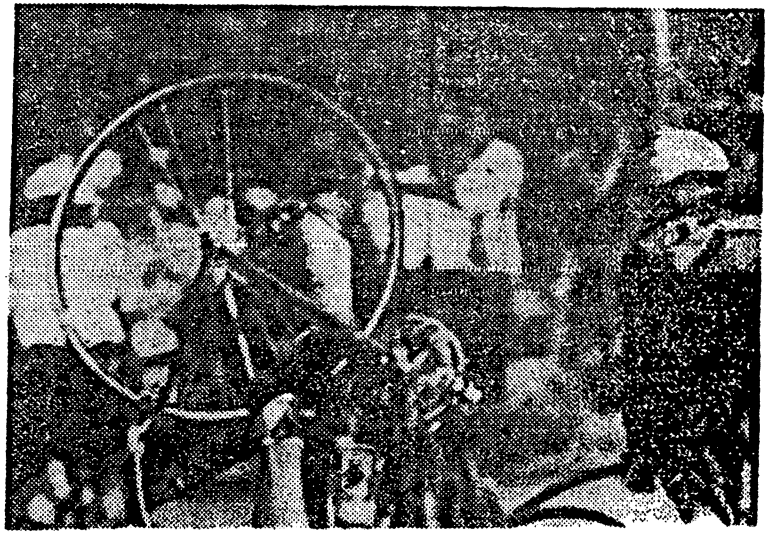


EILEEN FUREY
Women's race winner



FRANK McCORMICK
Senior's race winner

Pros take on Cambridge cycle course



The narrow streets of Harvard Square, traditionally filled with hordes of casual passersby on a radiant Sunday afternoon, were dramatically turned upside down by the thrills and spills of professional bike racing yesterday.

The Wheat Thin Mayor's Cup tour made its annual Massachusetts stop in Cambridge and set the community ablaze with the spectacular color of cyclists cir-

Wafer-thin cycling win for Donaghy

Nips neighbor in Mayor's Cup race

By KAREN GUREGIAN

AS BIKE races go, the contrast proved as striking as Harvard's own crimson and white school colors. In yesterday's Wheat Thins Mayor's Cup race held in Harvard Square, the men's and women's professional races provided two compelling views of the sport.

First came the women's 15-mile event, where Pittsfield's Eileen Furey broke away early and dominated the field so thoroughly that she nearly lapped the pack en route to capturing the race in 40:35, 45 seconds better than second-place finisher Betsy Davis.

Next on tap was the men's 30-mile race. When the gun lap sounded in this event, however, a pair of Allentown, Pa., riders nicknamed "The Torch" and "The Animal" circled around Mass. Ave. and onto Quincy Street, one drafting closely behind the other.

By the time Bruce "The Torch" Donaghy and Paul "The Animal" Pearson pedaled down Cambridge Street and up around the Peabody Street backstretch toward the Harvard Square finish line, they were wheel-to-wheel.

At the race's screaming conclusion, Donaghy had outkicked Pearson, edging out his Allentown neighbor by slightly more than a few locks of his red hair, as both riders were clocked in 1:07.23.

"The only way to beat Bruce when it comes down to a sprint is to shoot him," an exhausted Pearson said after the 40-lap thriller.

"We live about four blocks from each other. When I saw him coming (with one lap to go) I thought we'd use our neighborly friendship and work together. I feel I have a better sprint so I just wanted to make sure we didn't get caught by any of the other chasers," said the 27-year-old Donaghy, who pocketed $600 for winning the race and another $2,315 in prize money.

Cambridge was the fourth stop of the 15-city tour, which moves to Atlanta, Ga., next week.

Between the whiz of the biker's wheels carving through the snake-like pack, or the din of the anxious on-lookers jostling for a view, Harvard Square was buzzing all afternoon as thousands of spectators covered the three-quarters-of-a-mile race course outlining Harvard Yard.



Staff Photo by Rick Sennot

PUMPING IRON: Bruce Donaghy, the eventual winner, (left) closes in on Paul Pearson in the final laps of the Mayor's Cup.

The women's race was never really in doubt, as Furey, a 5-4, 128-pound dynamo, had her hands raised in victory about 100 yards from the finish line.

The 24-year-old local biker, who has now captured three of the four series events, moved out into a sizable lead from about the fifth lap on while her Peugeot teammate Davis brilliantly contained the pack from any chase attempts.

"You can never be too safe out there. You can never relax, even if you have a 30-second lead. If someone wants it, they can chew up 22 seconds in two laps so I wasn't about to soft-pedal out there," Furey said.

CCM-101

City of Cambridge

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BREAKAWAY PROMOTIONS

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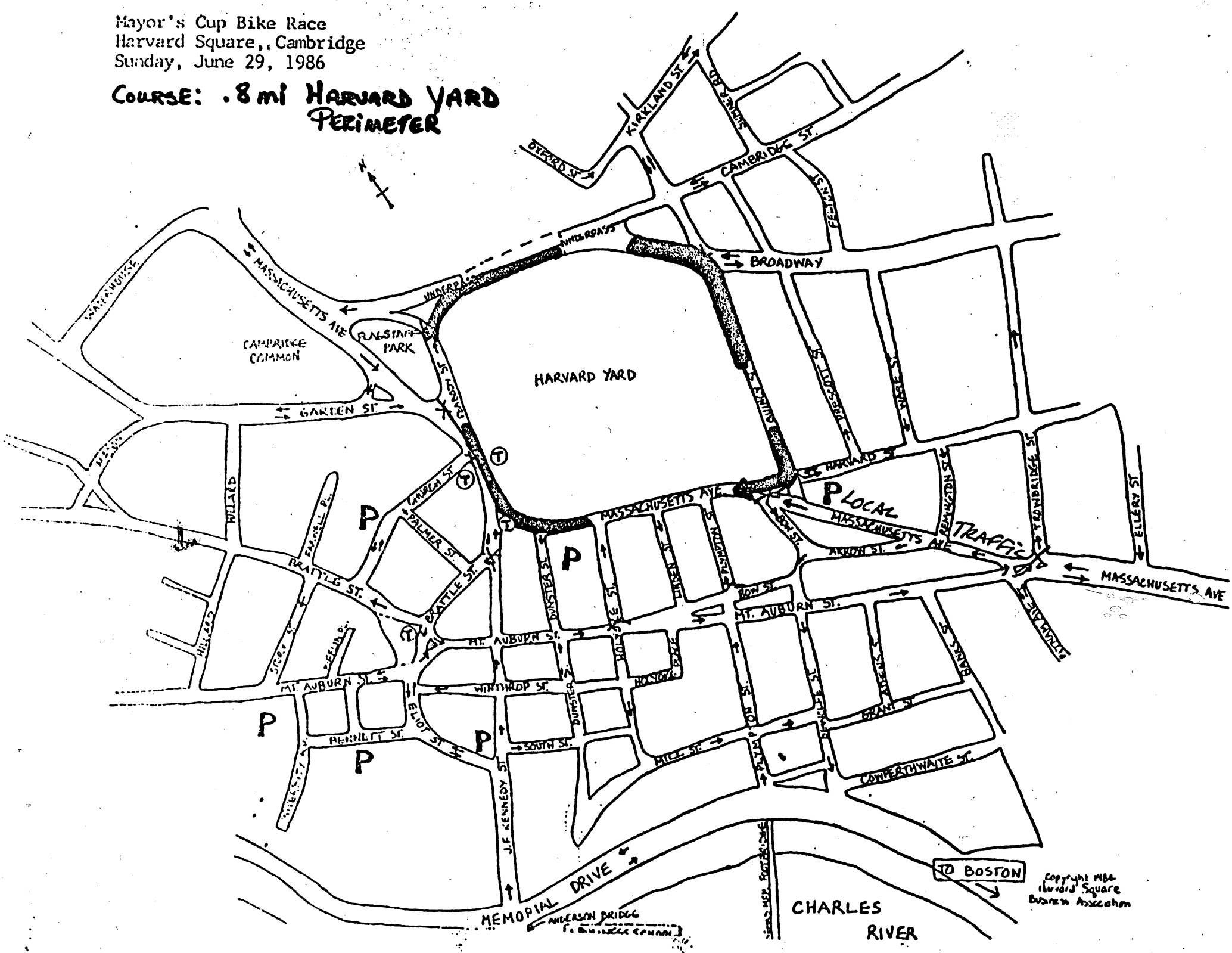
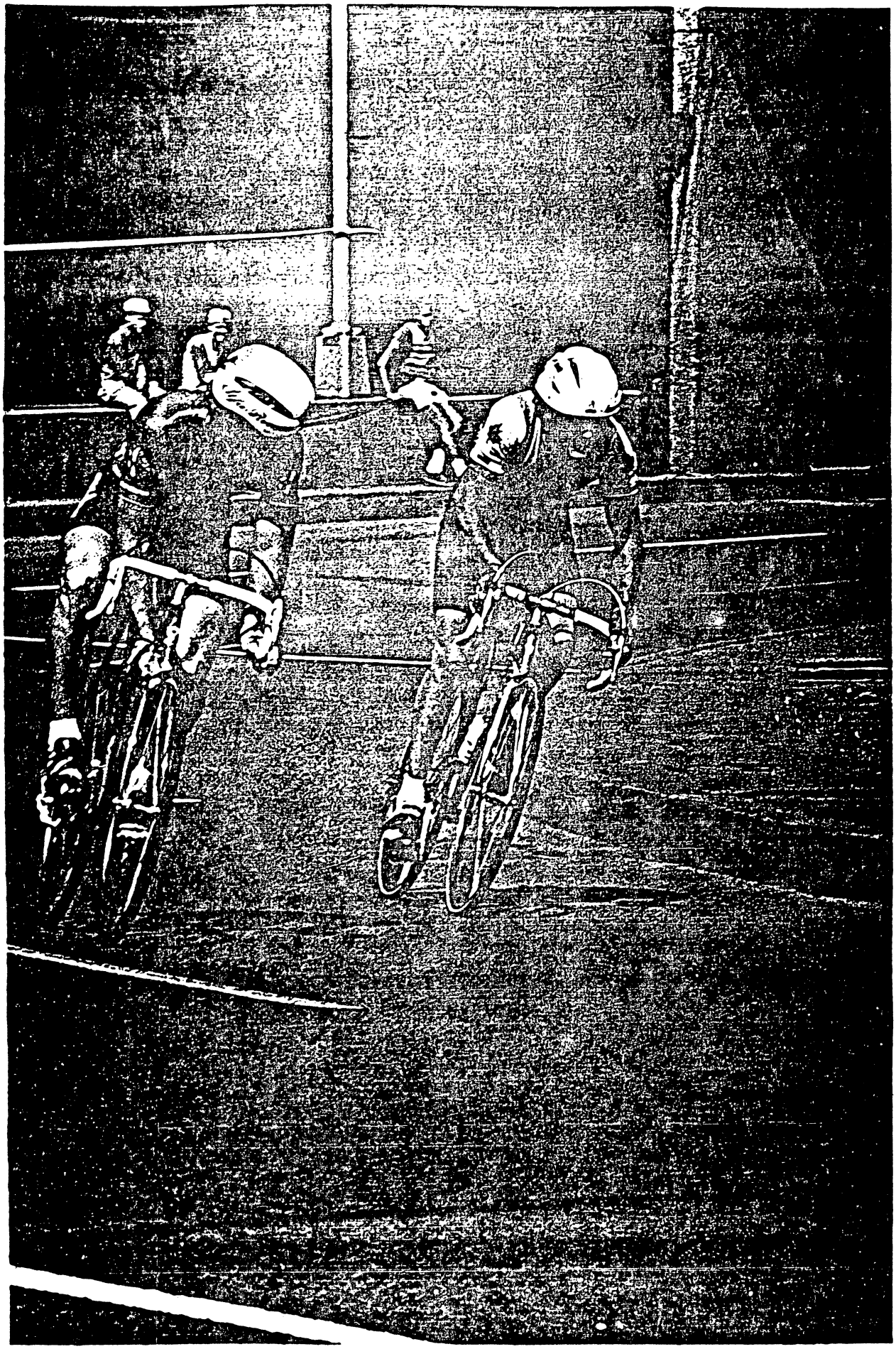
Mayor's Cup Bike Race
Harvard Square, Cambridge
Sunday, June 29, 1986

COURSE: .8 mi HARVARD YARD PERIMETER





Bicycle Racing

BREAKAWAY PROMOTIONS

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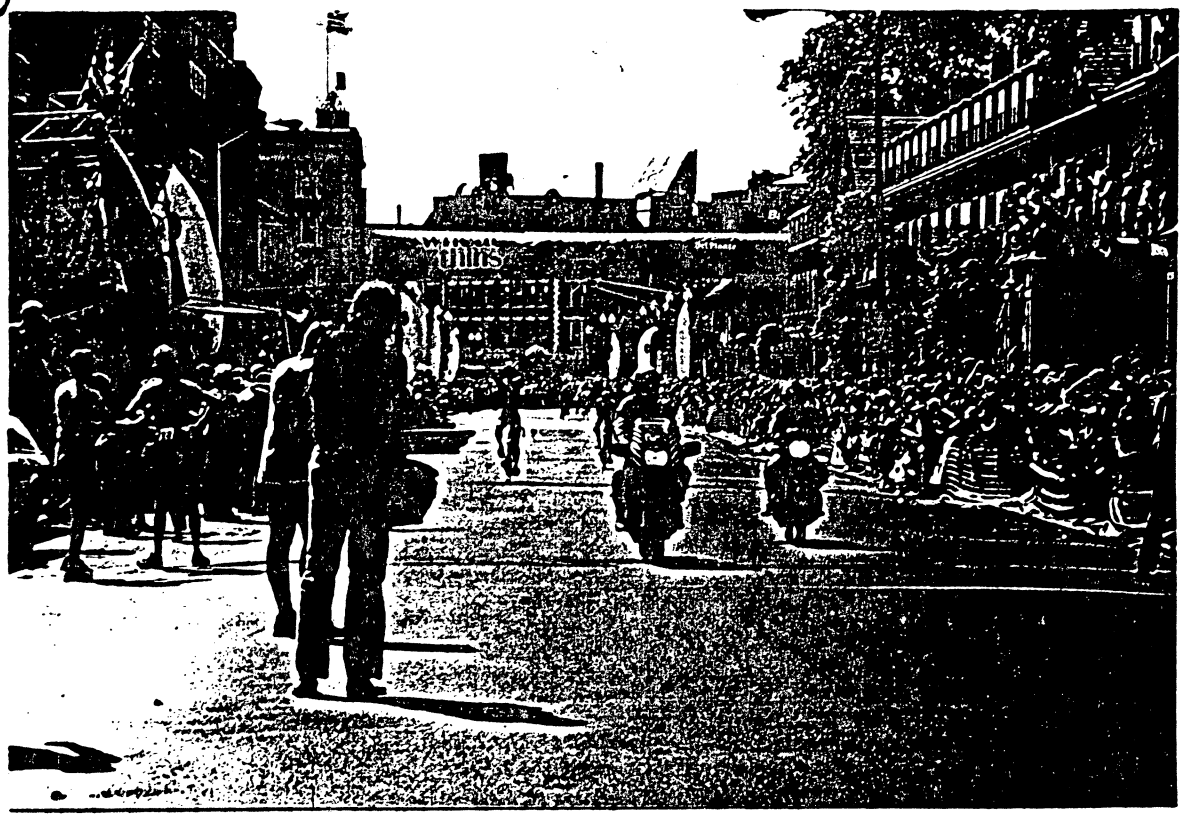

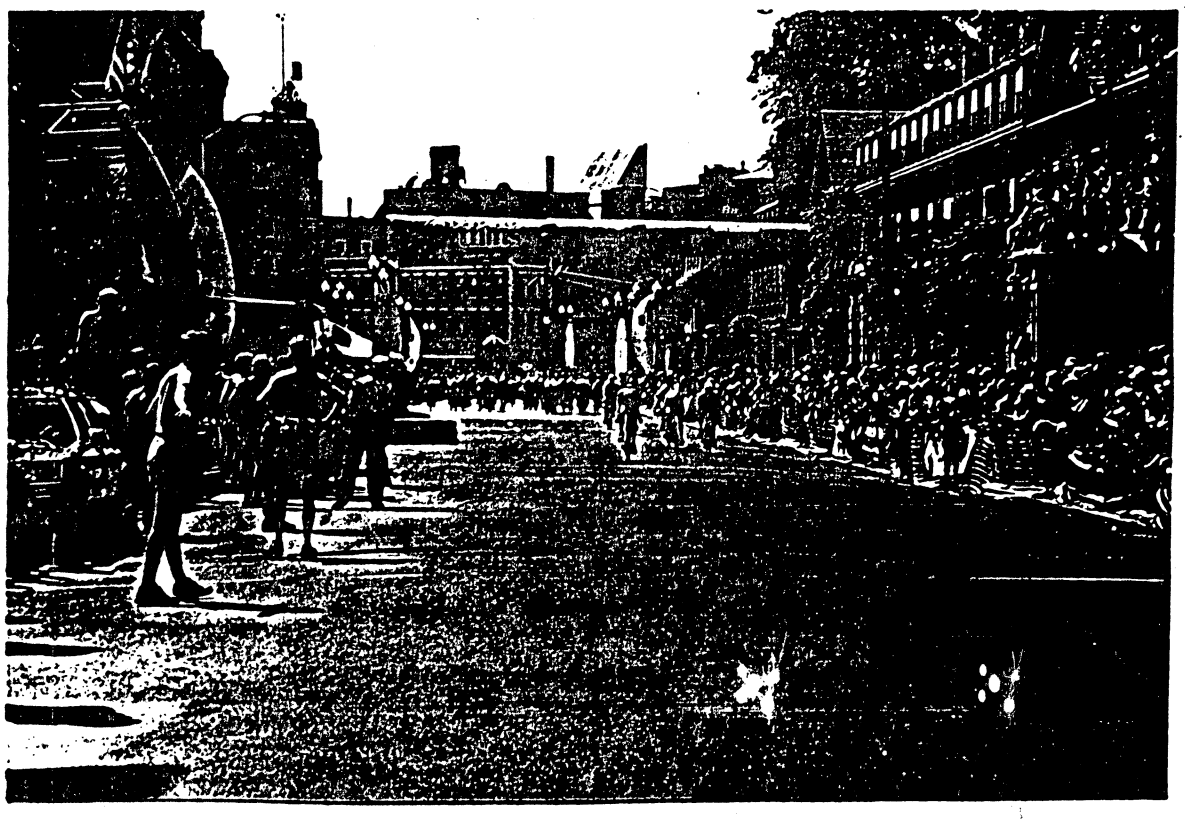

Wheat Thins / Del Monte Mayor's Cup Race
Harvard Square, Cambridge, Mass.
6/29/86

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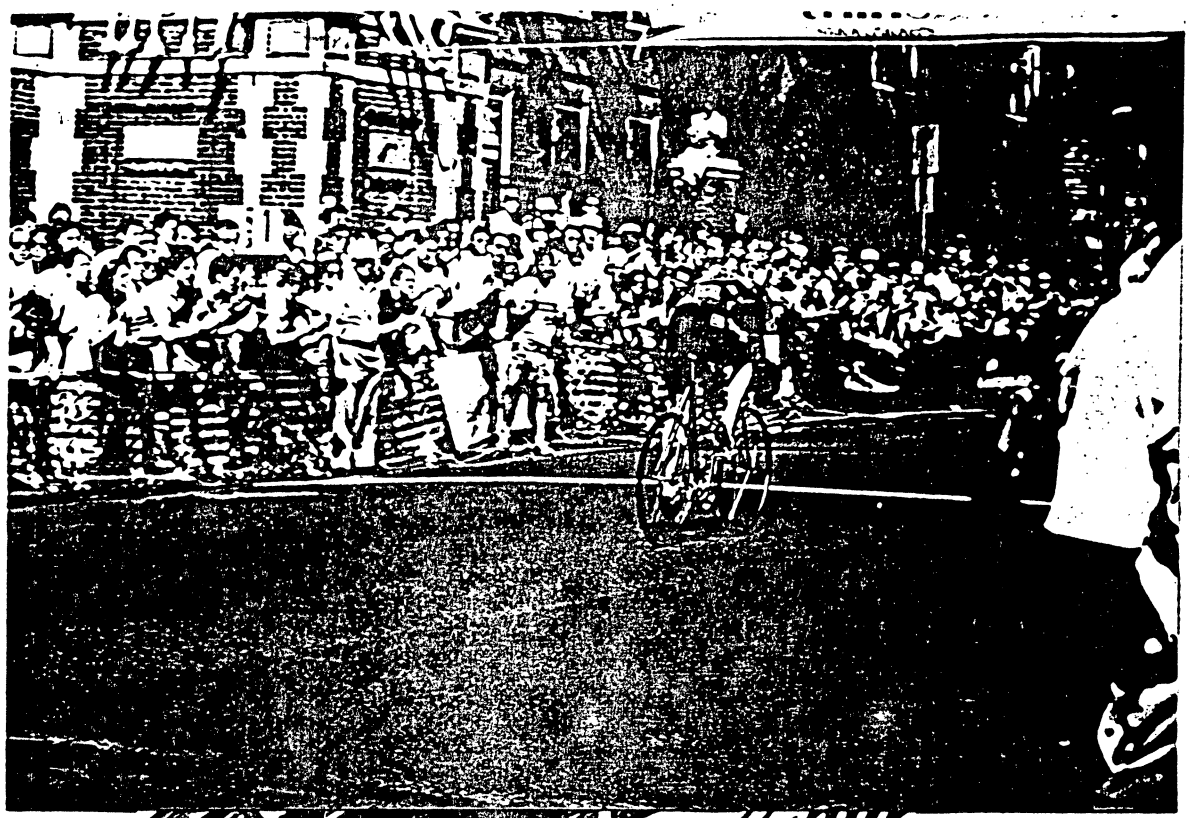



Mayor's Cup
Wheat Thins / Del Monte
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Team: Alpha Romeo.

Harvard Square
Cambridge, Mass.
6/29/86

Bicycle Racing
BREAKAWAY
PROMOTIONS

(617) 244-1577

2271 WASHINGTON STREET/SUITE E, NEWTON LOWER FALLS, MASSACHUSETTS 02162

MANAGING PARTNERS
Alice Peck
Mauricio Puente
Chris Ryan





What Thing / Del Monte Mayors Cup Race
Harvard Square Camb.
6/29/86. Crowd: 15,000.

The Best in Bicycle Racing

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Our Marshalls!
Harvard Square
Cambridge
6/29/86

Cambridge Chronicle
Thursday June 26 1986

Mayor's cup bike race set for Harvard Square

Harvard Square is the scene of the Mayor's Cup Bike Race on Sunday, June 29, beginning at 12 noon, when over 250 professional cyclists meet to race each other over a continuous course around the Harvard Yard for prizes totaling more than $10,000.

Sponsored by Nabisco Wheat Thins, Del Monte Fresh Fruit, the Bicycle Exchange, Kryptonite Locks, and the Harvard Square Business Association, the Mayor's Cup brings top flight celebrities to Harvard Square to race and to promote bicycle safety and the exciting sport of cycling.

With pedestrians watching from the sidewalks, cyclists race from the start/finish line near the Holyoke Center on Massachusetts Avenue to the Broadway underpass and the midway point (or prime line) near the fire station, onto Quincy Street, and back to the finish line on Mass. Avenue. (The prime line — pronounced 'preem' — near the fire station triggers sprints mid-way to the finish line for additional prizes.)

The Mayor's Cup bike races challenge registered international cyclists in three categories — juniors and seniors at 12:30 pm, women at 1:45 pm, and top professional men at 2:45 pm. Between races, the crowd can expect special entertainment featuring the New England Human Motorized Vehicles, the CRLS Marching Band, the Painter Bros. Comedy/Jugglers Revue, and the North Shore Freestyle BMX Team. Souvenir T-shirts, bike hats, and balloons will be on sale along the race route to benefit the Cambridge Rindge and Latin Music Scholarship Fund.

Spectators are advised to come early and to use the MBTA's Red Line and surface bus routes direct to Harvard Square. Street closings and detours will be set up from 11 am until 6 pm at the following intersections:

Putnam Square where traffic will be diverted via Trowbridge and Broadway into Harvard Square from the north (Local traffic and buses may continue on Mass. Ave. only as far as Quincy Square turning at Bow Street and left onto Mt. Auburn St. via Mass. Ave. toward Central Square.)

Flagstaff Park rotary adjoining the race course (North-south traffic will flow from Mass. Ave. to Brattle St.)

Memorial Drive/Riverbend Park closed to vehicles on Sunday (Detours at Western Ave., Fresh Pond Parkway, and JFK St.)

All cars prohibited along the race course — i.e., along Quincy Street, Mass. Ave. (from Quincy to Flagstaff Park), and Broadway to Quincy Street near the fire station.

Parking is available in nearby lots and garages operated by Fitz Inn Auto Parks, Harvard Square Parking Garage Inc., and Pilgrim Parking. There are 1500 parking spaces in Harvard Square located at the Gulf Station on Mass. Ave. at Quincy Square; under Holyoke Center; on Church Street; on the corner of JFK and Eliot streets; in Charles Square complex on Bennett Street and in the University Place Garage on University Road off Mt. Auburn.

Over 250 cyclists are expected to register at the Bicycle Exchange on Bow Street up to the morning of the race. Top flight entrants include Tom Prehn, Mark Whitehead, and the Schwinn National Team; a team from the Netherlands wearing BiEx T-shirts; French riders from La Vie Clair; and Rebecca Twigg, Olympic silver medalist and other members of the 7-11 Team. Connie Carpenter Phinney, 1984 Olympic Gold Medalist, will announce the race along with Dennis John Cahill from WVBF Radio, Boston.

During the race, Mount Auburn Hospital will provide emergency medical services for the cyclists, and a Leisurcise clinic will be setup near the finish line to offer free massages and body analyses for racers. Breakaway Promotions will coordinate the actual race relying on volunteer race marshalls at pedestrian crossings and on Cambridge police officers at traffic detours.

As the official local sponsor, the Harvard Square Business Association wishes to thank the City of Cambridge, the MBTA, and our other co-sponsors who have helped to make the Mayor's Cup a safe and successful event in Harvard Square.

For more information, contact Sally Alcorn, executive director of the Harvard Square Business Association, 18 Brattle St., telephone 491-3434.

Alice
&
Mauricio
&
Chris

Boston Globe 6/30/86

Donaghy's sprint wins

Pearson 2d in Mayor's Cup

By Susan Bickelhaupt
Globe Staff

CAMBRIDGE – Everyone knows that competition has no place for friendship.

So when Bruce Donaghy, of Allentown, Pa., looked over his shoulder to see Paul Pearson chasing him with one lap to go in the Mayor's Cup bicycle race yesterday, he thought nothing of going all out to sprint to the finish, good for first place and $600.

Donaghy and Pearson live four blocks away from each other and say they are good friends. "We train together all the time, so we really know each other's strengths and weaknesses," said Donaghy. "But I have the better sprint."

He also showed he had more strength than anyone else, as he broke away from the pack after only five laps of the 40-lap race that went around Harvard Yard. Donaghy stayed in command of the pack of 100 amateur and professional cyclists to collect $2,315 in primes, or prize money offered for the leader every half-lap, which, combined with his win, netted him $2,915 for the day. He covered the 30 miles in 1 hour 7 minutes 23 seconds.

Canada's Ross Chaife challenged Donaghy most of the way, and the two were more than a minute in front of the pack at one point. But Donaghy credited his Alfa Romeo teammates Jeff Rutter, Matt Eaton and Dan Franger with keeping the pack in tow.

"Alfa Romeo won the race, not me," said Donaghy, 27. "They did a great job of keeping the pack away. Without a couple of teammates, you just can't do it."

In the final laps, though, Chaife dropped back and so early," said Furey. "But someone made a move for a prime on the second lap, and I attacked and got it, and just stayed in front."

Betsy Davis, also of the Winning/Peugeot team, supported Furey by blocking well and keeping the pack from attacking Furey, whose time for the 20 miles was 40 minutes 35 seconds – 45 seconds ahead of Davis.

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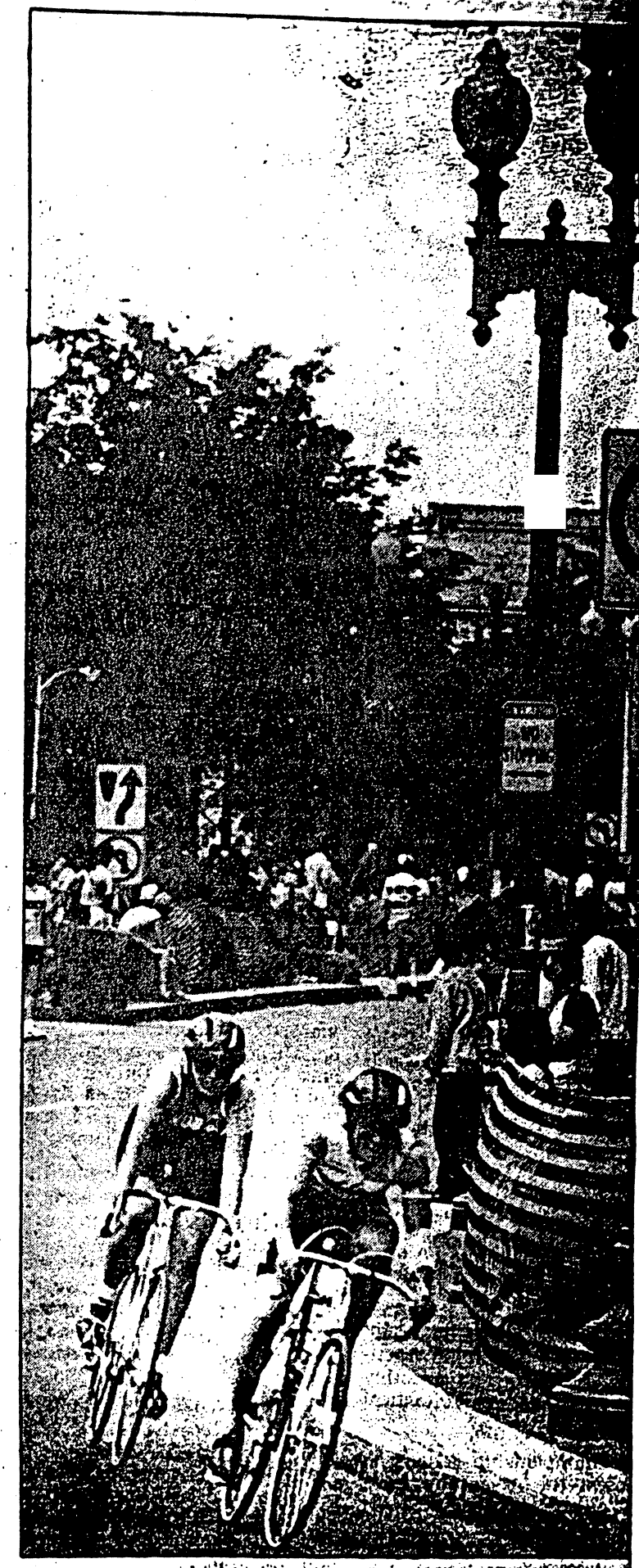
The three races, which began at noon and virtually tied up all of Harvard Square, attracted bike fans and non-fans alike as racers rode past Widener Library and the Fogg Museum, down Quincy Street, onto Broadway, and finally past the Out of Town newsstand on the final stretch.

Some Cantabrigians remained oblivious to all the racket going on, as they pored over chess games and lunched on croissants.

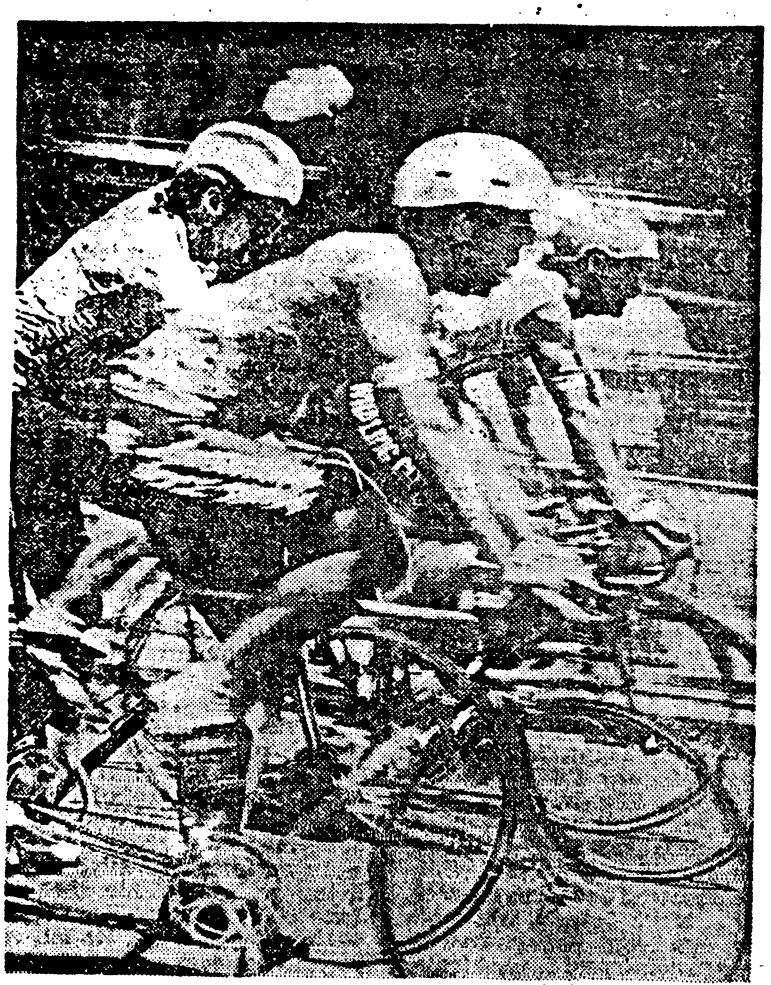
But others, such as Ann and Jerry Donovan of Somerville got caught up in the action.

"We were trying to go the Mass at St. Paul's but we couldn't because traffic was blocked," said Ann Donovan. "So we saw the bike races going on and decided to stay. This is a great scene here; we can go to church later."



Rebecca Twigg leads a competitor through Harvard Square

Bikers ride 'n' roll to victory

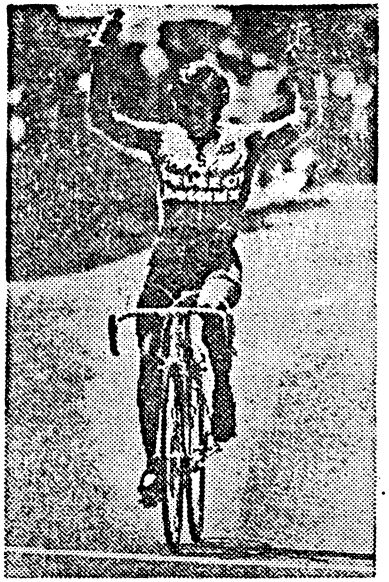


Staff photos by Rick Sennott

BEATING THE HEAT: A biker cools off with a water bottle as he keeps pace with a pack in the Wheat Thin Mayor's Cup race.



BRUCE DONAGHY
Men's pro race winner



EILEEN FUREY
Women's race winner

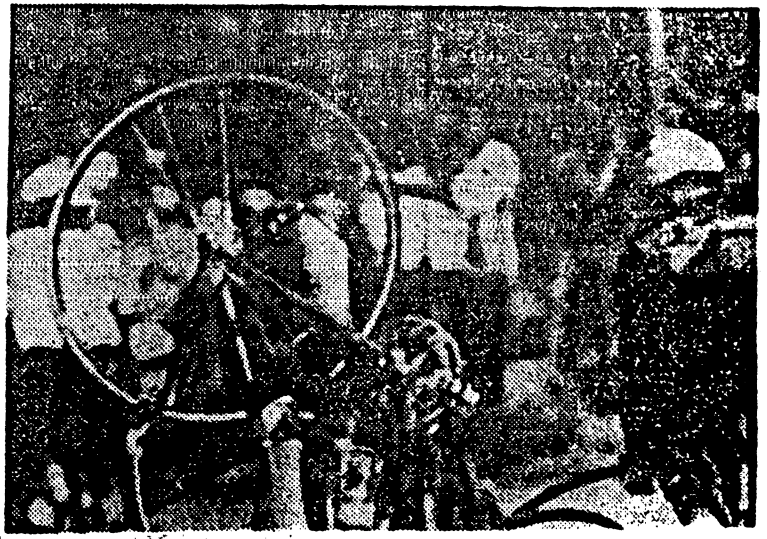


FRANK McCORMICK
Senior's race winner

Pros take on Cambridge cycle course

The narrow streets of Harvard Square, traditionally filled with hordes of casual passersby on a radiant Sunday afternoon, were dramatically turned upside down by the thrills and spills of professional bike racing yesterday.

The Wheat Thin Mayor's Cup tour made its annual Massachusetts stop in Cambridge and set the community ablaze with the spectacular color of cyclists cir-



Wafer-thin cycling win for Donaghy

Nips neighbor in Mayor's Cup race

By KAREN GUREGIAN

AS BIKE races go, the contrast proved as striking as Harvard's own crimson and white school colors. In yesterday's Wheat Thins Mayor's Cup race held in Harvard Square, the men's and women's professional races provided two compelling views of the sport.

First came the women's 15-mile event, where Pittsfield's Eileen Furey broke away early and dominated the field so thoroughly that she nearly lapped the pack en route to capturing the race in 40:35, 45 seconds better than second-place finisher Betsy Davis.

Next on tap was the men's 30-mile race. When the gun lap sounded in this event, however, a pair of Allentown, Pa., riders nicknamed "The Torch" and "The Animal" circled around Mass. Ave. and onto Quincy Street, one drafting closely behind the other.

By the time Bruce "The Torch" Donaghy and Paul "The Animal" Pearson pedaled down Cambridge Street and up around the Peabody Street backstretch toward the Harvard Square finish line, they were wheel-to-wheel.

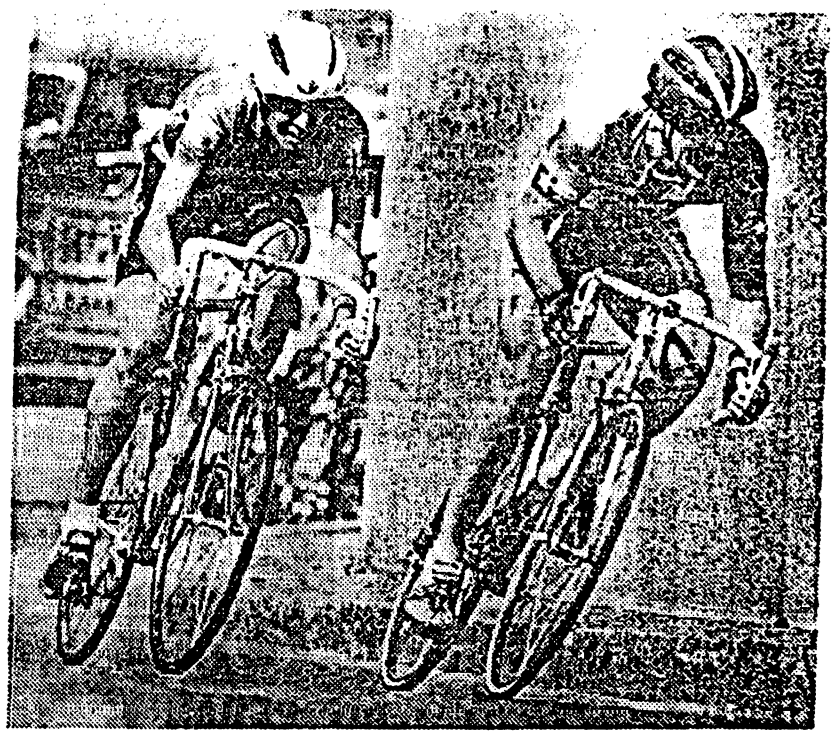
At the race's screaming conclusion, Donaghy had outkicked Pearson, edging out his Allentown neighbor by slightly more than a few locks of his red hair, as both riders were clocked in 1:07.23.

"The only way to beat Bruce when it comes down to a sprint is to shoot him," an exhausted Pearson said after the 40-lap thriller.

"We live about four blocks from each other. When I saw him coming (with one lap to go) I thought we'd use our neighborly friendship and work together. I feel I have a better sprint so I just wanted to make sure we didn't get caught by any of the other chasers," said the 27-year-old Donaghy, who pocketed $600 for winning the race and another $2,315 in prize money.

Cambridge was the fourth stop of the 15-city tour, which moves to Atlanta, Ga., next week.

Between the whiz of the biker's wheels carving through the snake-like pack, or the din of the anxious on-lookers jostling for a view, Harvard Square was buzzing all afternoon as thousands of spectators covered the three-quarters-of-a-mile race course outlining Harvard Yard.



Staff Photo by Rick Sennot

PUMPING IRON: Bruce Donaghy, the eventual winner, (left) closes in on Paul Pearson in the final laps of the Mayor's Cup.

The women's race was never really in doubt, as Furey, a 5-4, 128-pound dynamo, had her hands raised in victory about 100 yards from the finish line.

The 24-year-old local biker, who has now captured three of the four series events, moved out into a sizable lead from about the fifth lap on while her Peugeot teammate Davis brilliantly contained the pack from any chase attempts.

"You can never be too safe out there. You can never relax, even if you have a 30-second lead. If someone wants it, they can chew up 22 seconds in two laps so I wasn't about to soft-pedal out there," Furey said.

CCM-101

City of Cambridge

Communication No. 8

IN CITY COUNCIL

November 3, 1986

MAYOR WALTER J. SULLIVAN

WHEREAS: This City Council is in receipt of a communication from Breakaway Promotions relative to the 1987 Mayor's Cup Championships, sponsored by Nabisco Wheat Thins Company, Inc.; and

WHEREAS: The Mayor's Cup Race, scheduled for June 21, 1987 forms a route which will include the start and finish line by Holyoke Center on Massachusetts Avenue to the Broadway Underpass with the mid-point near the Fire Station and will continue onto Quincy Street to reach the finish line on Massachusetts Avenue; now therefore be it

RESOLVED: That this City Council go on record approving the request of Nabisco Wheat Thins Company, Inc., to conduct the Mayor's Cup Bicycle Race on June 21, 1987; and be it further

RESOLVED: That the City Manager be and hereby is requested to instruct the Chief of Police, the Director of Traffic and Parking, and the Commissioner of Public Works to issue all appropriate permits to the petitioner subject to local laws, rules and regulations and to cooperate to the extent possible with the sponsors of the Bicycle Race in order to ensure a successful operation on the day in question.

In City Council November 3, 1986.
Adopted by the affirmative vote of 9 members.
Attest:- Joseph E. Connarton, City Clerk.

A true copy; Joseph E. Connarton

ATTEST:-
Joseph E. Connarton, City Clerk.

"The best in Bicycle Racing"

BREAKAWAY PROMOTIONS

(617) 244-1577

RECEIVED BY
CITY CLERK'S OFFICE
1986 OCT 30 PM 2:19
CAMBRIDGE MA.

2271 WASHINGTON STREET/SUITE E, NEWTON LOWER FALLS, MASSACHUSETTS 02162

MANAGING PARTNERS

Alice Peck
Mauricio Puente
Chris Ryan

October 28, 1986

Joseph Connarton
City Clerk
Cambridge, Mass.

Re: Mayor's Cup bicycle race, June 21, 1987.

Dear Mr. Connarton,

Our first opportunity to work with the City of Cambridge was during April, May and June of 1986 in the promotion of the Nabisco Wheat Thins Mayor's Cup Bicycle Race, on June 29, 1986. We have received tremendous feedback on the success of the event; from the racers, our sponsors, Cambridge city officials, local businesses and the media. Vice Mayor Alfred Vellucci was our Host, and welcomed the city's residents to see major league bicycle racing in Harvard Square. The City of Cambridge was most helpful and supportive of this inaugural sports event; and for that we are grateful.

The success of the Race was due, in large part, to the great cooperation and assistance given to us by all city departments that were involved in the coordination of the day's activities. From our very first encounter, we were impressed by the effort extended to us to help put on a GREAT RACE.

Breakaway Promotions has been offered the 1987 Mayor's Cup Championships by Nabisco. We are extremely pleased to be involved in this event.

RECEIVED

OCT 30 1986

Benefits available to the Championship City are as follows:

1. National TV coverage during the event.

2. No cost to the City of Cambridge.

3. Local radio advertising (paid by Nabisco).

4 .Positive economic benefit to the city.

5. Revenue for the City

On race day, the sunshine was bright, 280 racers from national and international teams came to compete and Harvard Square was filled with excited spectators. Vice Mayor Alfred Vellucci (substituting for Mayor Walter Sullivan) welcomed the crowd to witness a thrilling event. Cambridge was the fourth city in the Series (15 cities, championship in San Francisco). This was the second year of the series, with the richest cash and merchandise prize list for cycling in the U.S.

The 1985 Championships were promoted by our firm, a successful inaugural event for a first time sports event in a major city.

We, Breakaway Promotions, request the issuance of a permit to hold a bicycle race in Harvard Square, on June 21, 1987, to be hosted by Mayor Walter J. Sullivan (on the same course as '86). Attached is a copy of the course for '86, without changes for '87. Also included are copies of local press coverage for the race (with packets for each of the City Council members). We will be available to respond to any inquiries from the council as they so desire on the November 3 meeting, if placed on the communications agenda.

We seek to promote the Championship Final of the Nabisco Wheat Thins Mayor's Cup in Cambridge, and in order to expedite the completion of plans for the national calendar, we ask you to consider our request at your earliest convenience.

Please contact us for any questions. Thanking you in advance for your consideration of our request.

Sincerely,

Alice Peck

Mauricio R. Puente

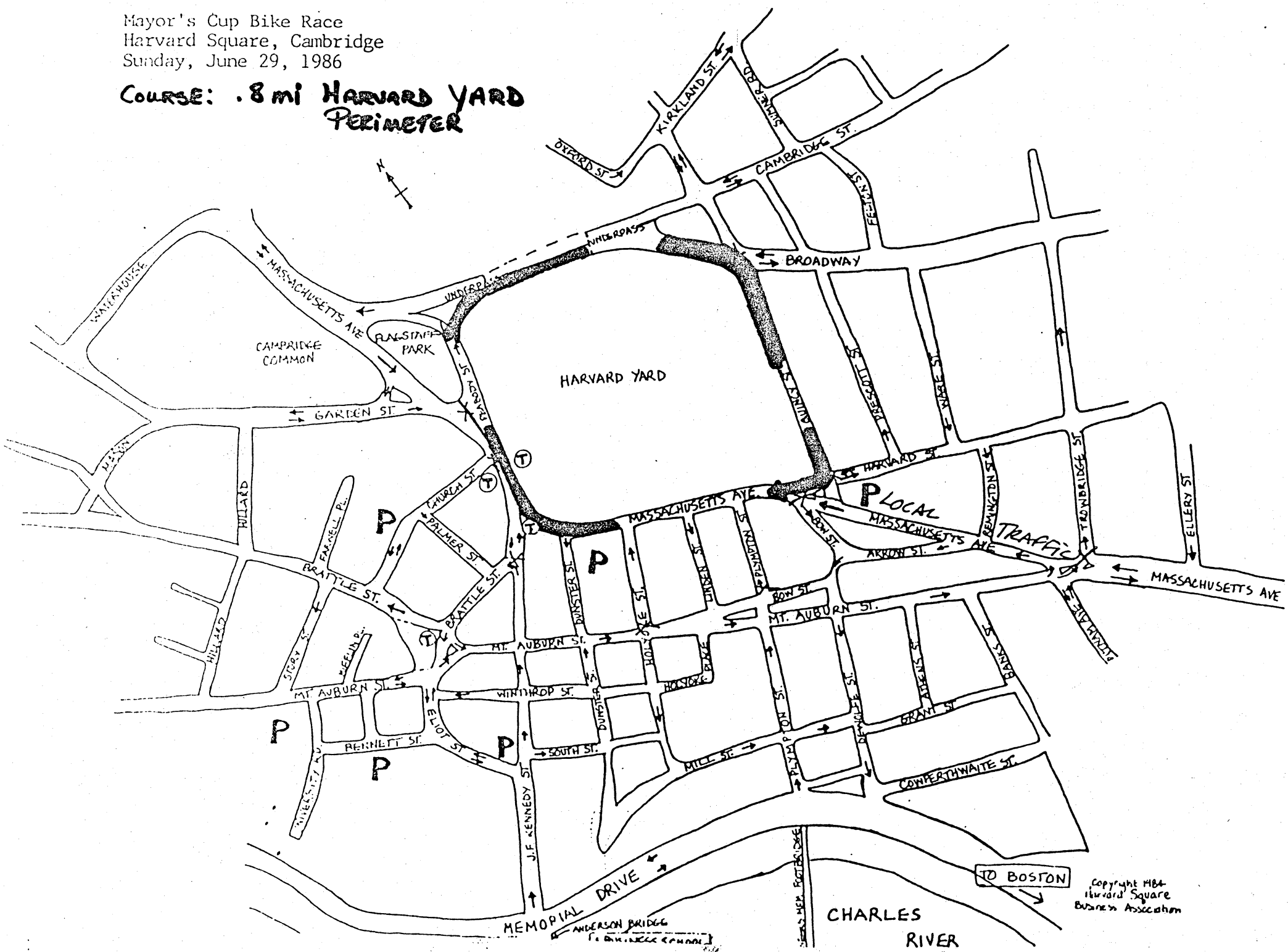
Chris Ryan

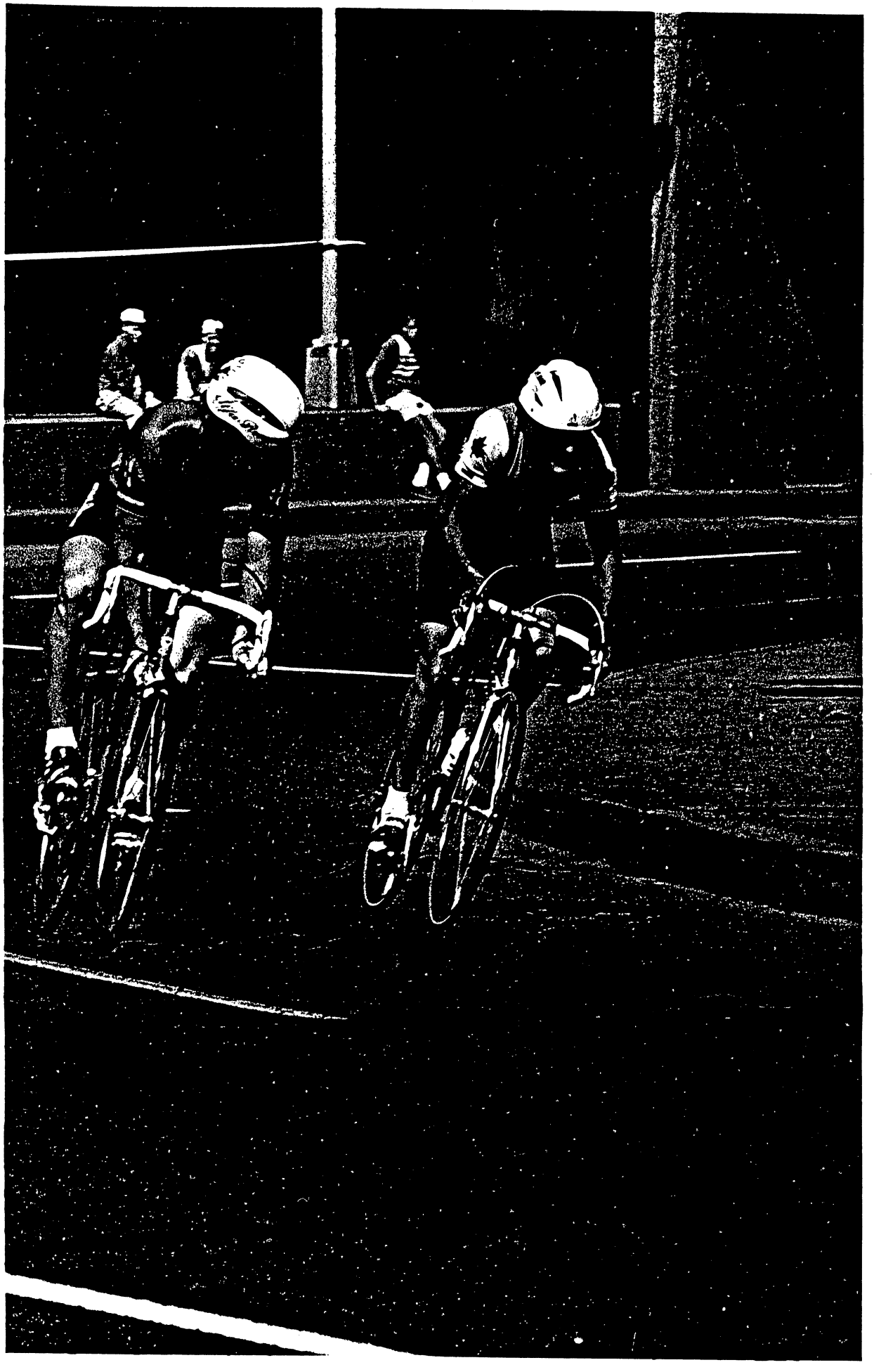
BREAKAWAY PROMOTIONS

cc: Mayor Walter J. Sullivan
Councilman Alfred Vellucci
Councilman Francis H. Duehay
Councilwoman Saundra Graham
Councilman William Walsh
Councilman Thomas Danehy
Councilman David Sullivan
Councilwoman Alice Wolf
Councilwoman Sheila Russell
Police Chief Anthony Paolillo
Fire Chief Thomas Scott
Commr. Everett Kennedy
George Teso, Director Pkg & Traffic
Robert J. Healy, City Manager
David Noonan, Executive Assistant to the Mayor

Mayor's Cup Bike Race
Harvard Square, Cambridge
Sunday, June 29, 1986

COURSE: .8 mi HARVARD YARD PERIMETER





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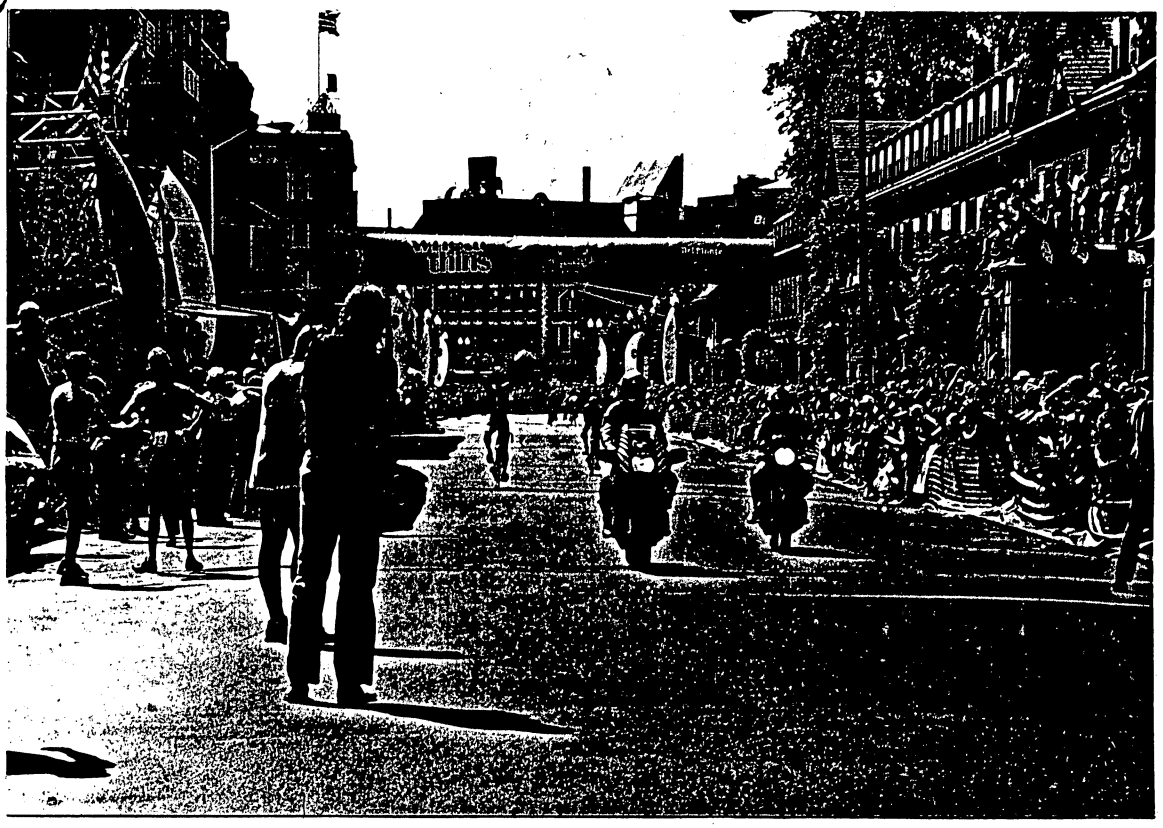

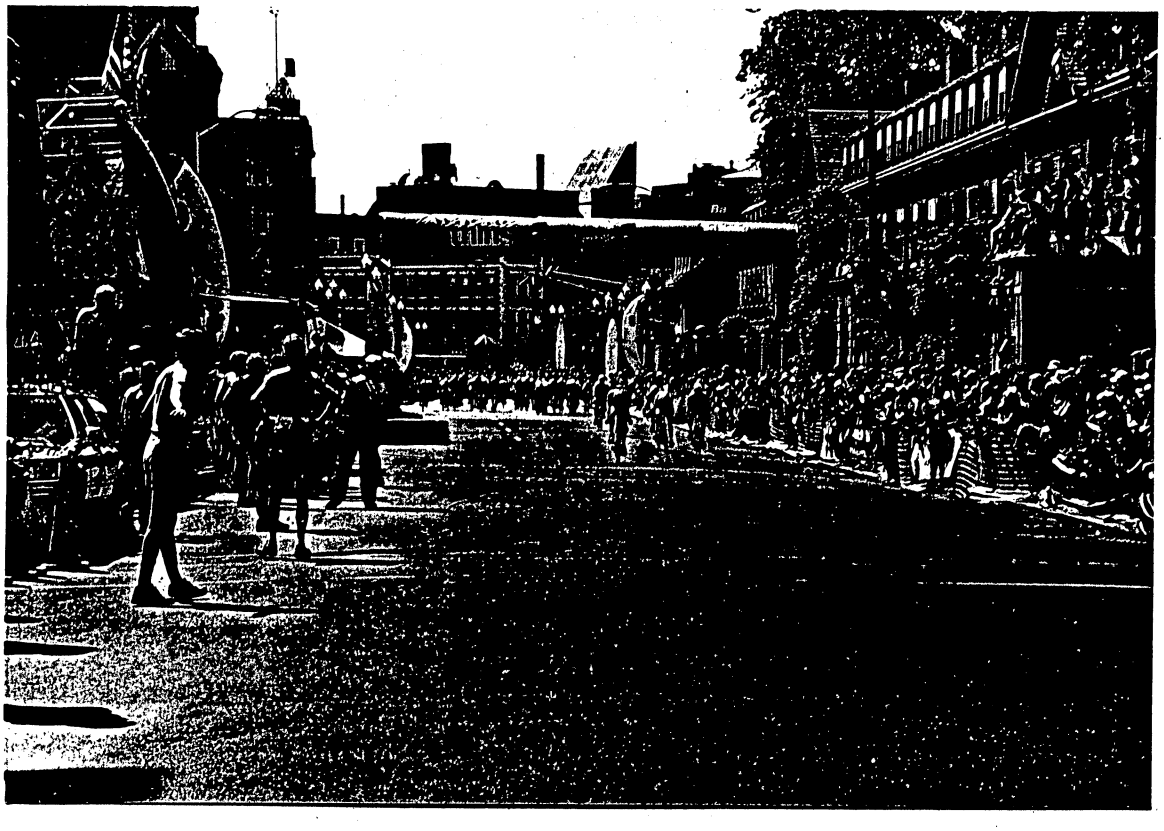

Wheat Thins / Del Monte Mayor's Cup Race
Harvard Square, Cambridge, Mass.
6/29/86

"The best in Bicycle Racing"

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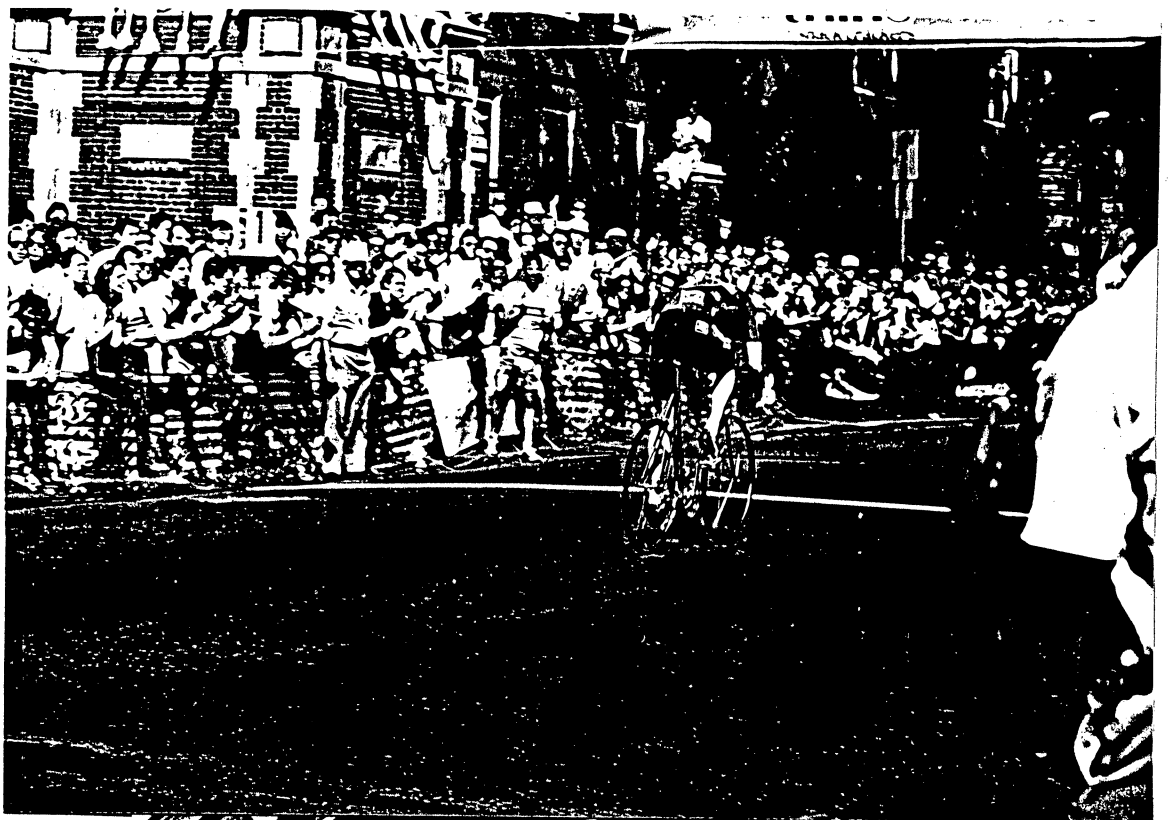

Mayors Cup
Wheat Thins / Del Monte
Pro-Am Race
Winner: Bruce Donaghy
Team: Alpha Romeo.

Harvard Square
Cambridge, Mass.
6/29/86



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Alice & Mauricio & Chris

BOSTON GLOBE 6/30/86

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By Susan Bickelhaupt
Globe Staff

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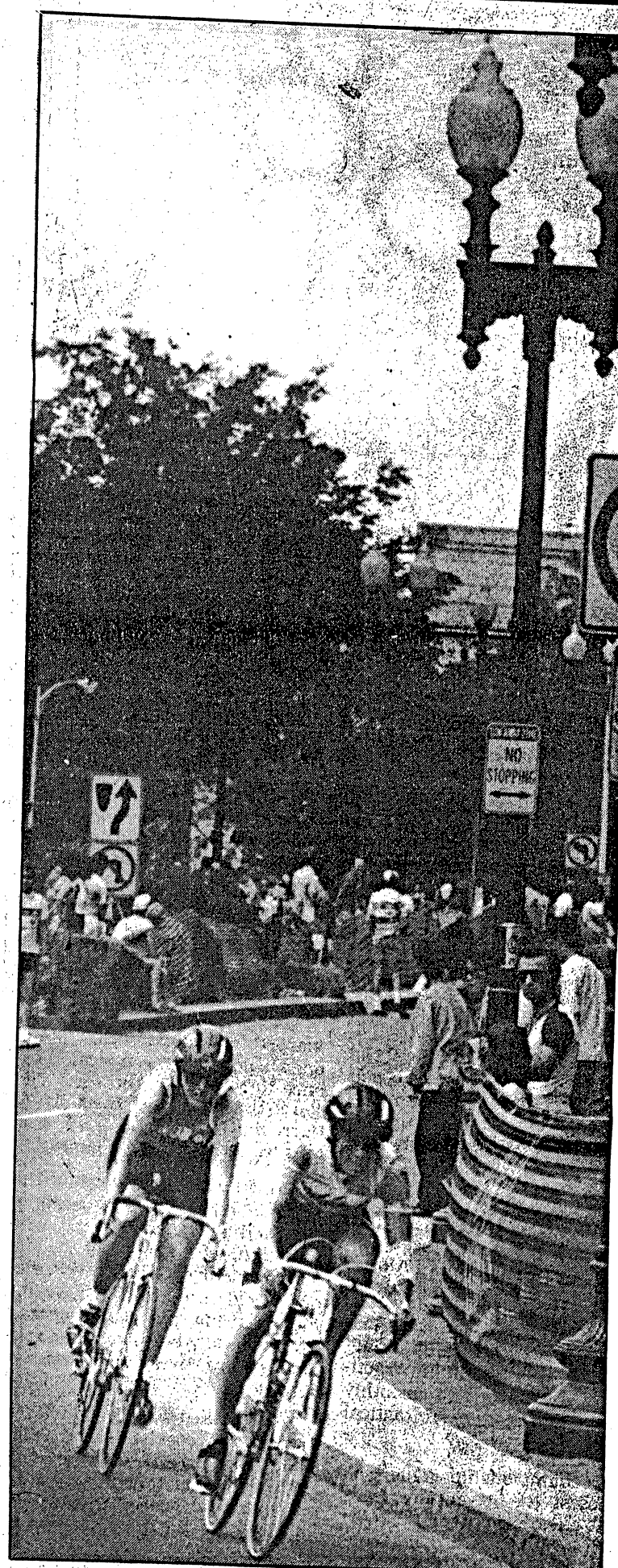
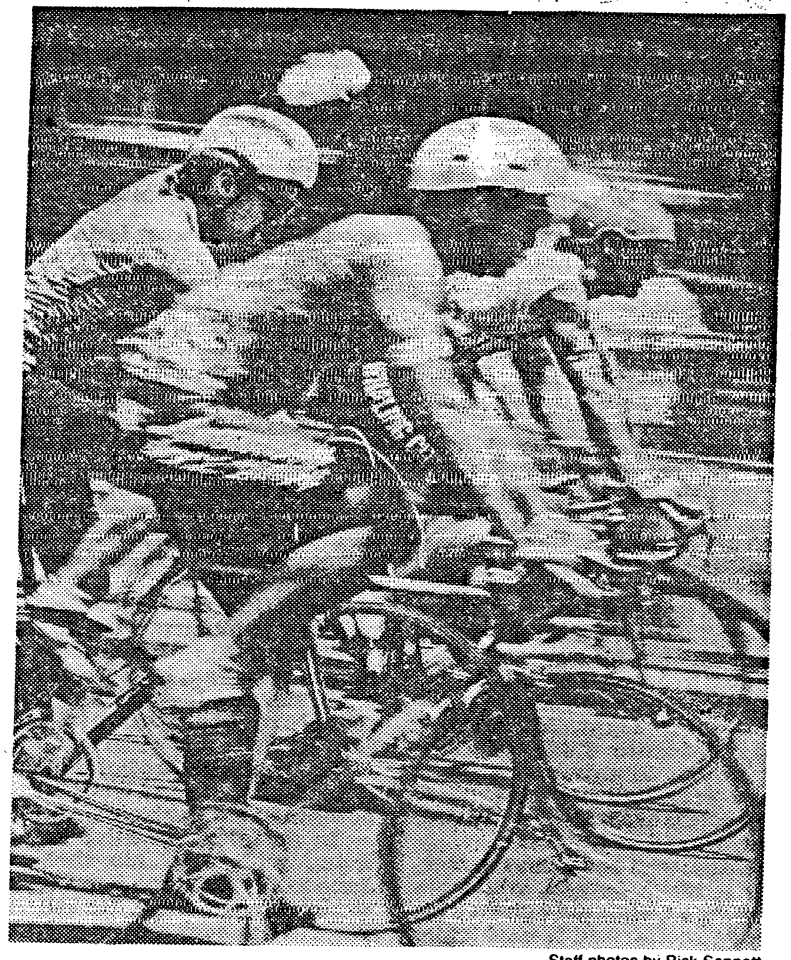


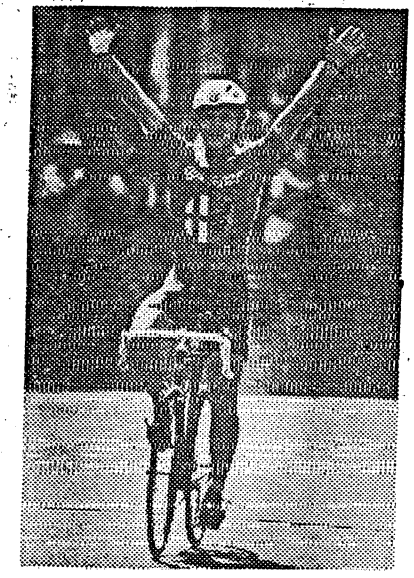
Rebecca Twigg leads a competitor through Harvard Square

Bikers ride 'n' roll to victory



Staff photos by Rick Sennott

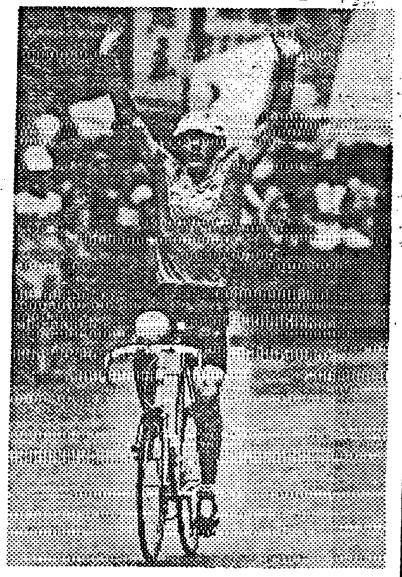
BEATING THE HEAT: A biker cools off with a water bottle as he keeps pace with a pack in the Wheat Thin Mayor's Cup race.



BRUCE DONAGHY
Men's pro race winner

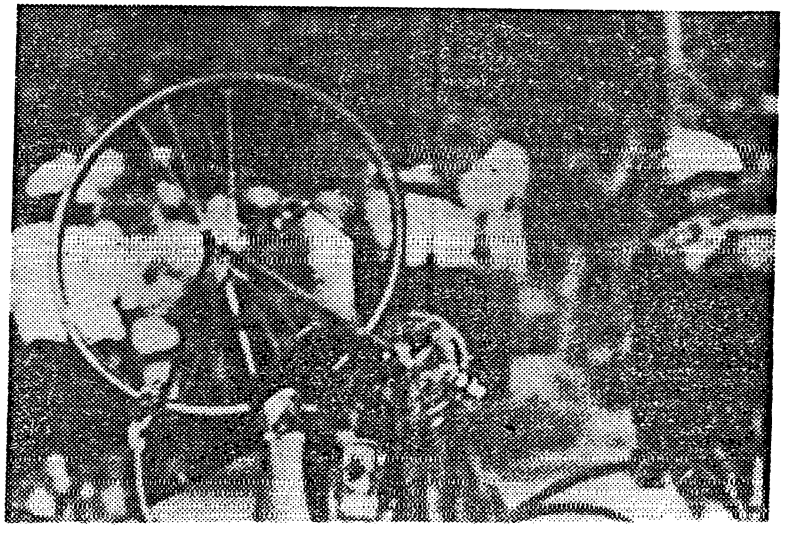


EILEEN FUREY
Women's race winner



FRANK McCORMICK
Senior's race winner

Pros take on Cambridge cycle course



The narrow streets of Harvard Square, traditionally filled with hordes of casual passersby on a radiant Sunday afternoon, were dramatically turned upside down by the thrills and spills of professional bike racing yesterday.

The Wheat Thin Mayor's Cup tour made its annual Massachusetts stop in Cambridge and set the community ablaze with the spectacular color of cyclists cir-

Wafer-thin cycling win for Donaghy

Nips neighbor in Mayor's Cup race

By KAREN GUREGIAN

AS BIKE races go, the contrast proved as striking as Harvard's own crimson and white school colors. In yesterday's Wheat Thins Mayor's Cup race held in Harvard Square, the men's and women's professional races provided two compelling views of the sport.

First came the women's 15-mile event, where Pittsfield's Eileen Furey broke away early and dominated the field so thoroughly that she nearly lapped the pack en route to capturing the race in 40:35, 45 seconds better than second-place finisher Betsy Davis.

Next on tap was the men's 30-mile race. When the gun lap sounded in this event, however, a pair of Allentown, Pa., riders nicknamed "The Torch" and "The Animal" circled around Mass. Ave. and onto Quincy Street, one drafting closely behind the other.

By the time Bruce "The Torch" Donaghy and Paul "The Animal" Pearson pedaled down Cambridge Street and up around the Peabody Street backstretch toward the Harvard Square finish line, they were wheel-to-wheel.

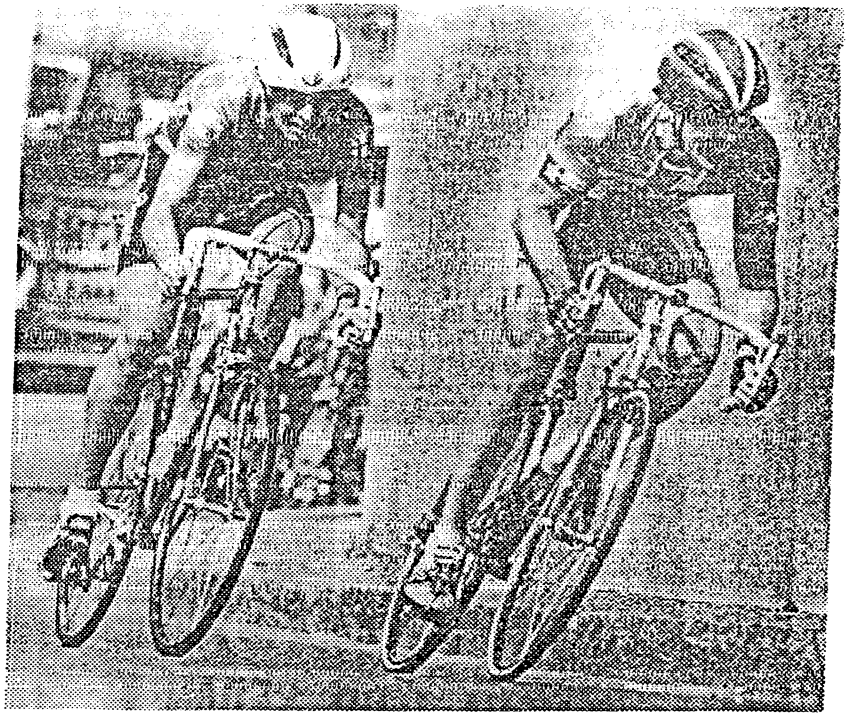
At the race's screaming conclusion, Donaghy had outkicked Pearson, edging out his Allentown neighbor by slightly more than a few locks of his red hair, as both riders were clocked in 1:07.23.

"The only way to beat Bruce when it comes down to a sprint is to shoot him," an exhausted Pearson said after the 40-lap thriller.

"We live about four blocks from each other. When I saw him coming (with one lap to go) I thought we'd use our neighborly friendship and work together. I feel I have a better sprint so I just wanted to make sure we didn't get caught by any of the other chasers," said the 27-year-old Donaghy, who pocketed $600 for winning the race and another $2,315 in prize money.

Cambridge was the fourth stop of the 15-city tour, which moves to Atlanta, Ga., next week.

Between the whiz of the biker's wheels carving through the snake-like pack, or the din of the anxious on-lookers jostling for a view, Harvard Square was buzzing all afternoon as thousands of spectators covered the three-quarters-of-a-mile race course outlining Harvard Yard.



Staff Photo by Rick Sennot

PUMPING IRON: Bruce Donaghy, the eventual winner, (left) closes in on Paul Pearson in the final laps of the Mayor's Cup.

The women's race was never really in doubt, as Furey, a 5-4, 128-pound dynamo, had her hands raised in victory about 100 yards from the finish line.

The 24-year-old local biker, who has now captured three of the four series events, moved out into a sizable lead from about the fifth lap on while her Peugeot teammate Davis brilliantly contained the pack from any chase attempts.

"You can never be too safe out there. You can never relax, even if you have a 30-second lead. If someone wants it, they can chew up 22 seconds in two laps so I wasn't about to soft-pedal out there," Furey said.

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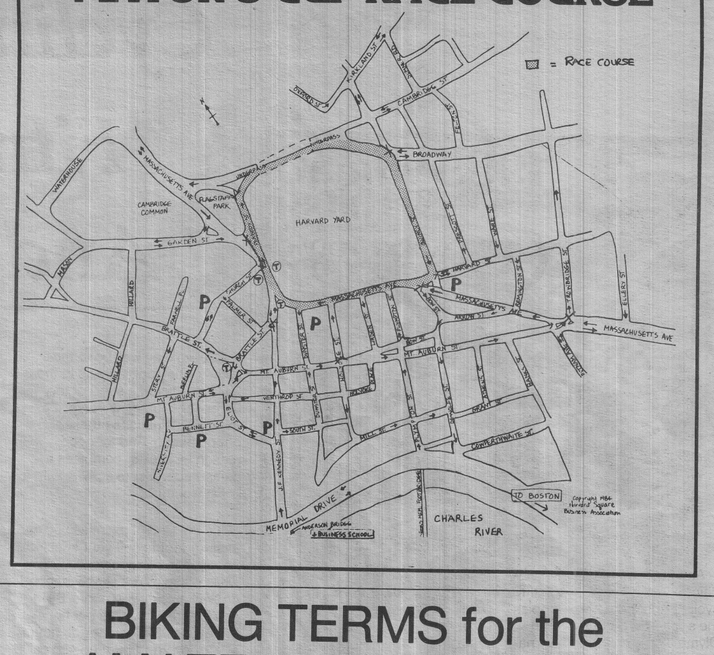

BIKING TERMS for the AMATEUR SPECTATOR

Every sport, from football to water polo, has its own specialized vocabulary. While this may simplify communcation for regular participants, to the uninitiated, it can be as unintelligible as a foreign language.

As the 1986 *WHEAT THINS* Mayor's Cup Series roars across America this summer, the jargon of competitive cycling will fill the air — and airwaves— of the fifteen cities selected to host the races. First-time spectators may wish they had a "Biking-English" dictionary to help them translate the race announcers' commentaries. Following, for these amateur spectators, is a glossary of the terms most commonly used in competition cycling:

ATTACK: A sudden attempt to elude another rider or group of riders.
BLOCKING: When one rider or a group of riders gets in the way of other competitors. Usually used as a team tactic.
BONK: Running completely out of energy. Also known as "hitting the wall."
BREAKING AWAY: A rider or group of riders that leaves the main group behind.
BRIDGE: To leave one group of riders and join another group who are further ahead.
CHASERS: Riders who are trying to catch a breakaway group.
CRITERIUM: A multi-lap event on a course usually a mile or less in length. Bike handling and the ability to sprint well are important for successful performance.
DRAFTING: Riding in a slipstream, or pocket of moving air, created by the rider in front of you. This enables the second rider to maintain speed with less effort.
FIELD: The main group of riders. Also known as the "pack," "bunch" or "peloton."
FIELD SPRINT: The final sprint of the main group of riders, not necessarily for first place.
GAP: The space between the lead rider and the field.
HAMMERING: Riding hard. Going all out.
HONKING: Standing up while pedaling. Used most often in hill-climbing.
HOOK: To move one's back wheel against the front wheel of a following bike.
KICK: A final burst of speed in a sprint.
LEAD OUT: An intentional sacrificing tactic whereby one rider sprints to give a head start to the rider (usually a teammate) immediately behind him. That rider comes around the leader at an even faster speed.
PELOTON: The main group of riders (pack, bunch or field).
PRIME: (pronounced PREEM) A race within the race, where a prize is given to the rider who crosses the prime line first.
PULL: To take a turn at the front of a group of riders.
SPRINT: A high speed finish to a race or prime.
SQUIRRELLY: Unstable. Either a front tire that's loose or a nervous rider. Usually a nervous rider.
TAKE A FLYER: To ride off the front of the pack, usually alone.
VELODROME: A bicycle racing track with banked turns and flat straightaways. Includes many stadium-like features and can be indoors (wood tracks) or outdoors (concrete tracks).

CYCLING SAFETY TIPS

Americans have rediscovered the wheel — the bicycle wheel, that is. Once viewed as a childhood pastime, cycling is growing in popularity as a family leisure activity, an enjoyable aerobic exercise and a convenient short-distance commuting method.

For many people, this renewed interest in bicycling was spurred by the 1984 Summer Olympics, which brought the excitement of top-level competition cycling into millions of American homes via television. Other cycling competitions, such at the *WHEAT THINS Mayor's Cup Series*, which brings top-ranked amateur and professional cyclists to 15 American cities this summer, have also helped encourage people to take up bicycling again.

As more cyclists take to the road, it's especially important to learn and practice the proper cycling safety habits. Connie Carpenter Phinney, gold medalist in the 1984 Olympics and spokesperson for the *1986 WHEAT THINS Mayor's Cup Series*, offers the following tips for safe cycling:

- Ride defensively. Bicyclists must follow the same rules of the road as motorists: stay on the right-hand side of the right lane (with traffic); signal all turns and stop at all red lights and stop signs.
- Be visible. Always wear bright colored clothing and use lights and reflectors at night to make yourself visible to drivers. Reflective strips or patches on clothing and helmets, as well as on the bike, are also suggested.
- Be prepared. Be on the lookout for such hazards as potholes, loose gravel, broken bottles, animals, pedestrians and opening car doors.
- Be predictable. Don't zigzag or swerve, especially when riding in traffic; ride your bike as if you were driving a car.

Connie Carpenter Phinney will be conducting bike clinics in several cities this summer in conjunction with the *1986 WHEAT THINS Mayor's Cup Series*, sponsored by *WHEAT THINS* Snack Crackers and *Del Monte* Fresh Fruit. The *WHEAT THINS Mayor's Cup Series* will bring Olympic-style cycling competiton to the streets of downtown America from June 1 through September 28, 1986. ♦

MAYOR'S CUP SERIES

Connie Carpenter Phinney *Lending Her Expertise*

Although Connie Carpenter Phinney retired from competitive cycling after the 1984 Olympics, the sport that brought her an Olympic gold medal, twelve national titles and four world championships continues to play a leading role in her life. Married to Olympic bronze medalist Davis Phinney, she is part of cycling's "First Family" — the only American couple in history to each win a medal in the same sport during the same Olympiad — and devotes much of her time to promoting the sport through a variety of outlets.

Despite a busy schedule, Connie Carpenter Phinney remains actively involved in the exciting world of competitive cycling. As the spokesperson for the *1986 WHEAT THINS Mayor's Cup*, she will be lending her expertise to promote the series' unique format. "The short laps make for fast times and intense competiton," she says. "The *WHEAT THINS Mayor's Cup Series* was designed to take cycling from a participatory sport to a spectator sport. And with crowds averaging 10,000 in 1985, the series is well on its wasy to redefining American cycling."

Since retiring as the 'winningest' cyclist in American history, Carpenter Phinney has made her broadcast debut during NBC Sportsworld's coverage of the 1985 Coors Classic — an event she won four times in her career. She is also a regular columnist for Winning Magazine and has by-lined for a number of periodicals, including the *New York Times*.

A native of Madison, Wisconsin, Carpenter Phinney has settled with her husband in Boulder, Colorado — one of the three areas of the country where cycling is the strongest. The former gold medalist still enjoys cycling in her leisure time and together, she and her husband serve as hosts for a series of cycling camps at Colorado's Cooper Mountain Resort. In addition, cycling's "First Family" has begun work on a cycling instruction book and video that highlights training techniques and equipment selection. ♦

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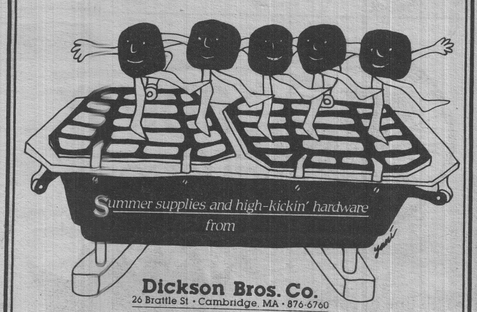

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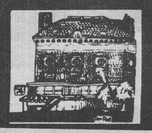

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12:30 p.m.	SENIOR 3/VETERAN'S/JUNIOR RACE
1:15 p.m.	COMEDY/JUGGLERS REVUE THE PAINTER BROTHERS
1:45 p.m.	WOMEN'S RACE
2:30 p.m.	BMX FREESTYLE EXHIBITION NORTH SHORE FREESTYLE TEAM
2:45 p.m.	PRO-AM RACE
4:30 p.m.	AWARDS CEREMONY

STREETS CLOSE 11:00 AM, OPEN 6 PM

HOW TO WATCH A BICYCLE RACE

If this is your first bicycle race, you may think the lead rider is on his way to winning the event. That may be, but it's certain that, with no one in front to break the wind, he's working harder than anyone else. Riders in the middle of the pack can save a lot of energy when racing at speeds close to 30 miles per hour. At the right moment they'll be fresh to contest an intermediate sprint (a prime), and some will wait for the finish before showing their hand. Watch who is going for the intermediate prizes. See if you can figure out when the strongest riders will try to break away from the field. That's what the riders are also doing. Walk to one of the corners and see the pack put on the brakes then accelerate. Here's where teammates can slow down the pack to protect a small breakaway group, so check which jerseys are trying to block for the leaders or chase them. It can take a lot of experience to master the finer points in race tactics, but if you watch the action and listen to the announcers you'll be getting a first-class introduction. To enjoy the action from different vantage points, make sure you walk the circuit going against the direction of the race. ♦

SENIOR 3 — JUNIORS — VETERANS — WIN & OUT CIRCA 20 MILES

This is a special event for lower-ranked competitors, mostly local, and those over 35. The "win and out" is a variation on the criterium in which the winner is known before the race is over. Up to the final 10 laps the race has frequent sprints for intermediate prizes, which don't affect the final placings. But with 10 laps left the real action begins because the first rider to cross the finish line at the end of the lap wins the race. With nine laps to go second place is at stake and so on until tenth place is won on the final lap. While these competitors aren't in the big league of the sport, the racing they do has plenty of speed and daring. The prize list for this race is $1000 payable to 10 places. Riders will also compete for merchandise by sprinting on various laps. ♦

WOMEN'S CRITERIUM 15 MILES

It's no longer a secret that the world's top women cyclists are American. Olympic medals and numerous world championships are the evidence - and today's criterium will show you what it took to reach that level. Held on a short course (today's is well under a mile around), this event is won by the first one across the finish line on the final lap. While sprints for intermediate prizes are frequent and keep the pace high, it's the ten places at the end of the race that dictate the tactics. Whether she wins by a powerful solo breakaway or a field sprint that challenges the photo-timing, today's winner will have dug deep to climb to the top. The prize money for today's event is $1500, payable to 10 places. An additional $750 will be given away in intermediate sprints (primes). The overall series winner will receive a car and $10,000 will be divided amongst the next 9 top finishers. ♦

PRO-AM MEN'S RACE 35 MILES

This is a points race where each point is a dollar and the winner is the one who rings the cash register the most. In addition to the finish line a special prime line is on the opposite side of the course. Before the finishing sprint there will be up to 100 sprints for points at the two lines — sometimes at both lines on the same lap. On the final lap 20 places — and $4,000 more — will go to the top twenty finishers. These "points" also go into the register, and remember it's the top point man who wins. Add up all 16 races in the Nabisco Wheat Thins/Del Monte series, figure in the bonuses for the top 30 competitors and the number-one cash winner wins the series — and a car. An additional $20,000 will be divided by the next fourteen top cash winners. After you've watched today's race,you will agree they have earned it! ♦



Cycling For Fitness And Fun

Cycling may well be to the 1980's what jogging was to the 1970's. A favorite sport of the Europeans for many years, it's the latest American fitness phenomenon. And for good reason — cycling combines a pleasurable leisure activity with a great workout.

It's the kind of exercise you can easily adapt to suit your specific needs. The calories you'll burn while riding a bike simply depend on how quickly you pedal. Biking at a leisurely 10 miles per hour (mph) uses 300 calories an hour, at 15 mph you'll burn up 450 calories, and a more ambitious 22 mph eats up at least 650 calories an hour. And depending on the terrain, your ride can be as effortless as walking or a very strenuous uphill battle.

Connie Carpenter Phinney, 1984 Olympic Gold Medalist in cycling who will be spokesperson for the *1986 WHEAT THINS Mayor's Cup* bike race in Harvard Square, offers a suggestion for handling strenuous uphill climbs. "Many inexperienced cyclists make the mistake of pedaling in too high a gear," she says. "Rather than wasting your energy pushing hard in a high gear, pedal rapidly in a lower gear that has less resistence." This will not only be a better aerobic workout, but it enables you to ride longer without tiring.

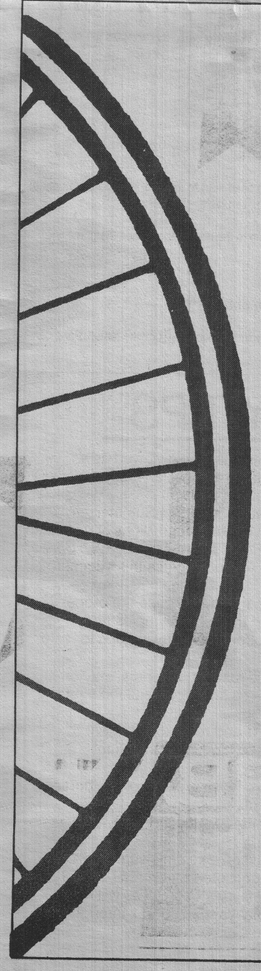
No matter which level of cycling you pursue, there are a few basic pieces of equipment that you'll need. Perhaps most important is a hardshell helmet that should be worn anytime you are riding. Other accessories such as sunglasses, cycling shoes and padded gloves are not essential, but are a good investment if you are planning to be a more serious cyclist.

If the bicycle you own right now has only one speed, it's probably a good time to visit your local bike shop. There are a variety of sport tourers and entry-level racers (at a wide range of prices) that are appropriate for the amateur, but sophisticated enough for those who may want to log a few more miles. Following, from Connie Carpenter Phinney, are several suggestions for purchasing any bicycle:

- The appropriate size for a bicycle with a crossbar (which offers greater strength and rigidity than a low-cut ladies bike) can be determined by straddling the bike in your bare feet; you should clear the crossbar by 1 to 2 inches.
- Take the bike for a test ride. Steering should be smooth and there should be no rattles in the handlebar or frame.
- The brakes should slow the bike gradually and smoothly without grabbing the wheels or jerking the bike to a halt.
- To check the shifting of a bicycle, maintain a regular pedaling sequence and shift through the entire set of gears; there should be no hesitation and the transition between gears should be smooth.
- And most importantly, while riding you should feel comfortable and stable at all times.

Once you've chosen a bike, a few emergency accessories, such as a tire pump, a patch kit or extra tube and small wrenches for adjustments are helpful to have with you on long and even short bike trips.

If the latest cycling craze hasn't turned you into an enthusiast and you're still best at being a spectator, it doesn't mean that cycling isn't the sport for you. Starting June 1, 1986, and continuing through the summer, the *1986 WHEAT THINS Mayor's Cup* brings a cycling extravaganza to the streets of America. Thousands of spectators will watch the country's premier male and female cyclists as they race through the downtown districts of fifteen cities across the U.S. in pursuit of $150,000 in cash and merchandise prizes. ♦



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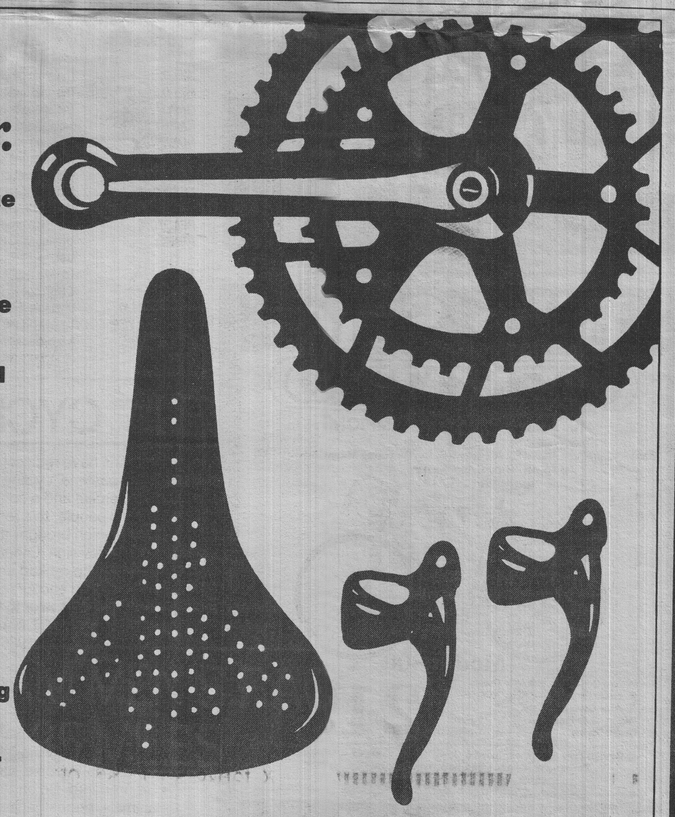

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RACING ACROSS AMERICA

The 1986 Wheat Thins Mayor's Cup Series

Starting June 1 and continuing throughout the summer, the *1986 WHEAT THINS Mayor's Cup Series* brings a cycling extravaganza to the streets of America. In 1985, its inaugural year, the *WHEAT THINS Mayor's Cup Series* captured the hearts and spirits of people across the country, bringing the excitement and action of competitive cycling to the hometowns of more than a third of the American population.

Co-sponsored by *WHEAT THINS* Snack Crackers and DEL MONTE Fresh Fruit, the *1986 WHEAT THINS Mayor's Cup Series* is one of the richest racing series in the U.S. and will attract the country's premier male and female cyclists. For the second summer in a row, professionals and Olympians alike will storm the streets of downtown America while thousands of spectators turn out to share in the thrills and spills of world-class cycling.

David Pelletier, tour coordinator for the *WHEAT THINS Mayor's Cup*, says the action and intensity of this unique event are unparalleled in the world of competitive cycling. And with crowds topping 30,000 in some of last year's cities, the 1986 racers can expect a large and enthusiastic following as they sweep across the country in pursuit of $150,000 in cash and merchandise prizes.

Racers in the *1986 WHEAT THINS* Mayor's Cup Series will cycle through 15 cities from June 1 to September 28 and once again the spectator will be king at each event. Unlike most bike races, this series is designed with an emphasis on spectator enjoyment and is usually held in a downtown location on a course consisting of short (half-mile) laps. This unique format brings the spectator "ringside" — cyclists race by every sixty seconds, often reaching 30-40 miles per hour. "This is the Americanization of cycling — the short laps make for fast times and intense competition. This is going to be where the action is in the future," says Steve Hegg, a *1985 WHEAT THINS Mayor's Cup* competitor and America's gold and silver medalist in the 1984 Olympics.

The 1986 series will feature three levels of cycling talent in each city: 1) the men's Senior 3/Junior 2/Veteran "Win and Out" in which the winner retires after the 20th lap and subsequent places are determined every two laps thereafter; 2) the women's 15-mile, 30-lap open race; 3) and the feature race of the day, the 1 and 2 Class riders in a 35-mile, 70-lap race. To enhance the races, a concert sound system will pump out music specially selected to match the excitement and intensity of the competition. And with two course announcers highlighting each lap, the spectators don't miss a thing.

More than a bike race, the *WHEAT THINS* Mayor's Cup is a showcase event for the participating community, in this case for Harvard Square, complete with music, celebrities, festivities and fun. Between races, local bands, BMX stunt artists, jugglers, and more, provide entertainment for the crowd.

The mayor of each city acts as the host of the event. And Cambridge Mayor, Walter Sullivan, together with the participation of local merchants and businesses, the *WHEAT THINS Mayor's Cup* transforms Harvard Square into a special gathering place for citizens fo the entire metropolitan region. The *WHEAT THINS Mayor's Cup Series* spotlights both the sport of cycling and the cities and towns of America.

The *WHEAT THINS Mayor's Cup Series* is sanctioned by the United States Cycling Federation (USCF), so all participating riders must be licensed by the USCF. Many of the cyclists who are expected to participate are returning racers from last year. The overall winners in 1985, Tom Schuler and Betsy Davis, should be racing in addition to such well-known cyclists as Steve Hegg, Eric Heiden (the former Olympic gold medal speed skater), Wayne Stetina, Mark Whitehead, Danny Van Haute and Bruce Donaghy; prominent women's racers include Judith Caunter, Carol Addy, Peggy Maass, Rebecca Twigg and Jeanne Golay. With last year's competition under their belts, this impressive field of cyclists should make the 1986 *WHEAT THINS* Mayor's Cup Series even more exciting.

For two years in a row *WHEAT THINS* has made a substantial commitment to cycling. Mark Horak, Brand Manager for *WHEAT THINS* Snack Crackers, notes: "The active lifestyle of competitive and recreational biking is very consistent with the fitness and nutrition-conscious lifestyle of people who buy *WHEAT THINS* Snack Crackers. This year, *DEL MONTE* Fresh Fruit, one of the country's largest suppliers of fresh bananas and pineapple, will be a co-sponsor of the *WHEAT THINS Mayor's Cup Series*. This sponsorship is particularly appropriate, since endurance athletes like cyclists favor the banana as a low-calorie source of carbohydrates and potassium."

As Wayne Stetina, three-time Olympian and *WHEAT THINS Mayor's Cup Series* competitor says, "Forget about European racing, this is where it's at. It's slam-bang action — the future of American cycling!" ♦

SALE

STARTING JUNE 19TH

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Sheldon Cohen, *Pres. of the Harvard Square Business Assoc.*, Sally Alcorn, *Public Relations Director for Harvard Business Association*, and Mayor Walter J. Sullivan, *Mayor of Cambridge.*

Endless Variety at the bicycle exchange

The variety is endless.

A young man from San Diego is looking for a map to take him north toward New Hampshire and Maine.

A bike messanger, shooting across town, needs a quick tire repair.

The New Ehrlich theatre seeks a prop for a play.

The Museum of Transportation would like to borrow an antique for an exhibit.

The retail floor at the Bicycle Exchange 3 Bow Street Cambridge is the scene of all this activity. Since 1934 the Bicycle Exchange has been the hub of bicycling activities in the Greater Boston area. Back then Ben Olken, a young MIT graduate with a degree in architecture, started a bike shop when tough times kept him from finding a job in his profession.

"There was the Depression at the time," recalls Olken, "and though it is hard to visualize now, people had to do almost anything to make money. We started a little business selling used books, instruments to biology classes, notebooks to law students. We had a little office where the Gulf station is now. And because I had been involved in getting bicycles for friends at MIT, we got into bicycles."

With that inauspicious start, cyclists gained an innovative and faithful friend. Not only did Olken sell, repair and rent bikes, he worked to promote the sport as well. Since the 1930's Olken has actively supported the American Youth Hostels. He set up "bike trains" with the Boston and Maine Railroad which enabled cyclists to explore the rural roads north of the city. Olken worked with Dr. Paul Dudley White, helping to establish the Charles River Bike Path which leads cyclists on a beautiful ride along the river through Boston, Cambridge and Watertown.

Today his store is still much more than a retail business. The Bicycle Exchange offers classes in bicycle repair, sponsors a racing team and houses the New England chapter of the International Human Powered Vehicle Association (NEHPVA).

The NEHPVA meets at the Bicycle Exchange to promote the design, building and use of human powered vehicles (HPV). According to Bil' Draby, President of NEHPVA, "a human powered vehicle is any vehicle that does not have a motor, whether it be a regular bicycle, a recumbant, or a fully enclosed racing machine."

The international organization sanctions a championship series of HPV races and events each year. This year the Championships will be held at the Worlds Fair in Vancouver, B.C. on August 24-31. The NEHPVA will be sending seven machines to compete in Vancouver.

Many of the New England machines will be demonstrated and displayed at the Mayor's Cup Race starting at noon.

The racing team sponsored by the Bicycle Exchange will also be displaying its talents at the Mayor's Cup Race. Elizabeth Gormley and Jennifer Parker will be riding in the women's race, Greg Donley will be in the category III event, and Paul Segal, Tom Masterson, James Fitzgerald and Matt VonWahlde will be riding in the Pro-Am event.

In addition to these local competitors, the Bicycle Exchange is sponsoring three riders from the Netherlands. These athletes, all members of the Netherlands National Team, will be competing in Harvard Square as guests of the Bicycle Exchange.

From its humble beginnings, The Bicycle Exchange has developed into a comprehensive center for the varied interests of New England cyclists. Always on the forefront of innovations, but never side-tracked by passing fads, the Bicycle Exchange carries on in the traditions established by its founder Ben Olken. ♦

GRAND OPENING
June 23, 1986

Siam Garden
Siamese Kitchen
Lunch: Mon. - Sat. 11:30 - 3:00 p.m.
Dinner: Sun. - Thurs. 5:00 - 10:00 p.m. Fri. - Sat. 5:00 - 10:30 p.m.
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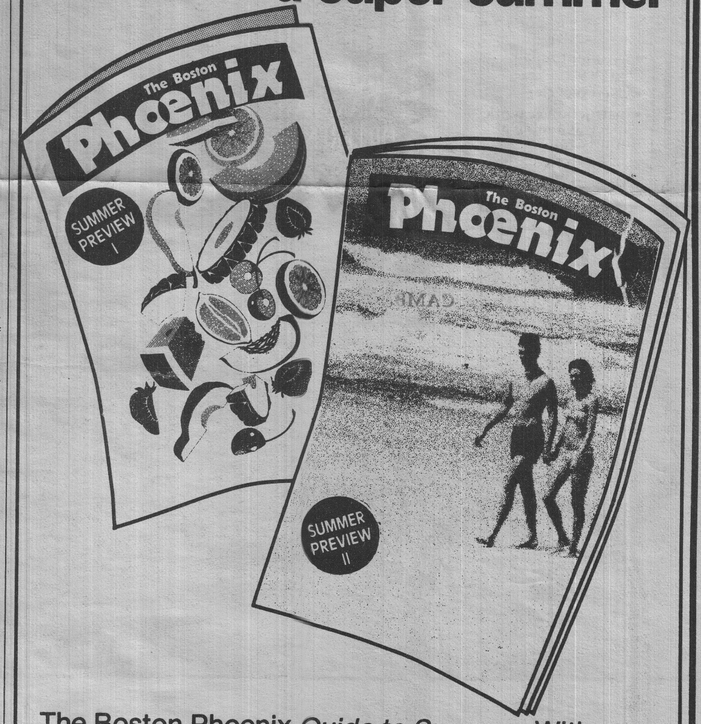

The Boston Phoenix *Guide to Summer*. With *so* much information, one issue can't contain it all. That's why the *Guide to Summer* is two special issues: June 10 and June 17. Both issues feature the most comprehensive information on summer movies, theatre, dining, concerts, dance, street fairs, vacation ideas, and much more. The Boston Phoenix *Guide to Summer*. We'll guide you through the summer of your life.

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1986 WHEAT THINS MAYORS CUP RACE

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HARVARD SQUARE BUSINESS ASSOCIATION



THE CHARLES HOTEL

HOST TEAM NEW ENGLAND VETERANS RACING TEAM

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MOUNT AUBURN HOSPITAL

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FRESH FRUIT

Advertising Supplement to the Boston Phoenix June 24, 1986

8. H-120

Comm. from Alice Peck, Mauricio R. Puente & Chris Ryan of Breakway Promotions, requesting permission for the Mayor's Cup Bicycle Race to be held on June 21st, 1987 around the perimeter of the Harvard Yard.

In City Council,

November 3, 1986

mwps

Order Adopted

Copies of order + petition sent to: City Mgr; Council Office, Mayor's Office, Police Chief, Public Works Commissioner + Director of Traffic + Parking 11/6/86. Transmittal letter + copy of above sent to petitioner 11/6/86 (copy in file)