



Media Release

Tuesday, April 13, 2010

Dubuque's RAGBRAI Route Announced

Dubuque, IA | On Saturday, July 31, 2010, Dubuque will host 20,000 visitors as RAGBRAI® XXXVIII ends its week-long bike ride in the Port of Dubuque.

In August 2009, the Dubuque Convention & Visitors Bureau and the City of Dubuque jointly submitted a letter of intent that Dubuque be selected as the concluding destination on the route. Dubuque last hosted RAGBRAI in 1993.

Since Dubuque was announced as a host city on January 30, 2010, a Dubuque RAGBRAI Advisory Board and Executive Committee has been working closely with RAGBRAI officials in selecting a safe route that showcases Dubuque. The Advisory Board and Executive Committee have included City of Dubuque and Dubuque County administration and public safety officials and the Dubuque Area Chamber of Commerce Convention & Visitors Bureau.

The RAGBRAI Route from Dyersville to the Port of Dubuque on Saturday, July 31 will be as follows:

Into Dyersville on D22 or Old 20 which turns into 1st Avenue
Right onto 4th Street
Left onto 2nd Ave
Left onto Hwy 136
Right onto Dyersville East Road
Left onto Y-13/Holy Cross Road
Right onto New Vienna Road which turns into Gun Club Road
Left onto Girl Scout Road
Left onto Graf Road. Follow into community of Graf.
Right onto Potter Hill Road which turns into Humke Road
Left onto Sundown Road
Right onto Middle Road
Right onto Seippel Road
Left onto Chavenelle Road
Left onto Radford Road
Right onto Pennsylvania Avenue, crossing over NW Arterial/IA-32
Left onto Chaney Road
Right onto Hillcrest Road
Cross Asbury Road onto Clarke Drive
Clarke Drive right onto Madison Street
Madison Street onto Main Street
Left onto 3rd Street into the Port of Dubuque
Dip Site at River's Edge Plaza

Traffic and parking along the route will be impacted on Saturday, July 31. The “peak” hours are expected to be 9 a.m. to 2 p.m. Plans are being developed to maintain access to businesses along the route.

A Dubuque RAGBRAI web-site has been launched at www.dubuqueragbrai.com. This web-site is the centralized source for information for the bicyclists, support crews and residents and will be updated on a regular basis.

The Dubuque Convention & Visitors Bureau and the City of Dubuque invite interested residents to attend the **RAGBRAI® Community Meeting** on Tuesday, April 27th from 6-7 p.m. at the Grand River Center. In preparation for this historic occasion, the meeting will provide insight into:

- RAGBRAI® History & Tradition
- The bicyclists and support vehicles route into and out of Dubuque
- Volunteer Opportunities
- Sponsorship Opportunities
- What to Expect

For questions on the **RAGBRAI® Community Meeting**, contact:

Julie Kronlage, Director of Sales
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*RAGBRAI®, **The Register’s Annual Great Bicycle Ride Across Iowa®**, is an annual seven-day bicycle ride across the state. Heading into its 38th year, RAGBRAI is the oldest, largest and longest bicycle touring event in the world. RAGBRAI is held annually the last full week of July. Riders start by dipping their back tire in the Missouri River and end with dipping their front tire in Mississippi River. This year’s event will end in Dubuque on Saturday, July 31, 2010 in the Port of Dubuque.*

RAGBRAI Fast Facts Sheet

- *Participants come from all 50 states and many foreign countries*
- *Started in 1973 as a six day ride across the state by two Des Moines Register columnists*
- *Averages 472 miles per year on the ride*
- *They have visited 780 Iowa towns in their 37 year existence and all 99 counties*
- *It is estimated that there will be 15,000 – 20,000 riders on RAGBRAI XXXVIII.*

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