

17th Annual Beautiful Backroads Century Bike Ride

Anheuser-Busch, Inc.

CASE·MATE 



September 16, 2017

100 Busch Drive

Anheuser – Busch Brewery, Cartersville, GA 30120

Registration Open: 6:30 AM Ride Starts at 8 AM

Benefitting Hickory log Vocational School and Other Local Charities

Waiver: Bicycle riding on public roads is an inherently dangerous sport with many risks. In consideration of the acceptance of this entry, I waive all claims for myself and my heirs against all sponsors, organizers and associated entities, for injury, illness or personal property damage, which may result directly or indirectly from my participation. I agree to abide by all applicable laws and regulations. **Helmets required.**

SIGNATURE: _____ DATE: _____

GUARDIAN (if under 18): _____

Pre Registration Fee: \$40.00 (postmarked by September 1)

Late Registration Fee: \$60.00 (postmarked after September 1)

Mail entry & Check to: 100 Busch Drive, Cartersville, GA 30120

Attn: Susette Darnell Check Payable to: Beautiful Backroads Century or BBC

****Registration also available online at Eventbrite.com or Bikebbc.com****

Name: _____

Address: _____ City: _____ State: _____

Zip: _____ Phone #: _____ Email: _____

Ride Option(circle one) 15miles 31 miles 48 miles 62 miles 100 miles

Shirt Size (circle one): S M L XL XXL (T-shirts guaranteed to riders registered by 9/1)

Additional t-shirts (\$10): S M L XL XXL

2017 BBC jerseys are available for \$50 and can be ordered at: <http://www.peak1bikestore.com/hbrc>

VIP Parking (\$25): Yes No ONLY 215 SPACES AVAILABLE. First Come – First Served

Emergency Contact: _____

Phone#: _____ On Ride (circle one): Yes No

The Beautiful Backroads Century (BBC) offers a variety of mileage options through the rolling foothills of the Blue Ridge Mountains. Mileage options are approximately 14, 31, 48, 64, and 100. The route intensity is moderate to strenuous with the increased mileage. Support throughout the ride is abundant with support vehicles and rest stops every 15 – 20 miles. Each rest stop provides a smorgasbord of beverages and refreshments to satisfy the most discriminating palate. Upon completion, riders are treated to a feast with music and a sampling of Anheuser-Busch products. *SAG and post ride meal will end at 5 PM.

Contact: Amruth Reddy at amruth.reddy@anheuser-busch.com or at 678-447-4084

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