



Larry H. Miller Tour of Utah Moves Race Dates to Aug. 6-12 on 2018 International Cycling Calendar

“America’s Toughest Stage Race” Continues Growth with Increased International Broadcast and Digital Media Reach

SALT LAKE CITY (Sept. 26, 2017) – The 2018 Larry H. Miller Tour of Utah will continue for a 14th season in 2018, holding the professional men’s cycling stage race Monday, Aug. 6 to Sunday, Aug. 12. This marks the first time in four years the Tour of Utah has moved race dates to later in August, approved this week by the Union Cycliste International (UCI), global governing body of cycling.

The UCI has released its 2018 events calendar for all sanctioned road races on its five global circuits. Recognized as “America’s Toughest Stage Race,” the Tour of Utah will remain a 2.HC-rated stage race on the UCI America Tour, making it one of the premier events for North America. The new dates will provide a full week for WorldTeams to travel to the U.S. following the Tour de France, which takes place July 7-29, 2018.

“The Larry H. Miller Tour of Utah has earned prominence as a well-organized and challenging week of racing on the international cycling calendar. We seek to deliver another high-quality experience in 2018, as we work to confirm host cities and new routes for next summer to showcase our beautiful state and the best pro cycling teams in the world,” said John Kimball, who was recently named Managing Director of the Tour of Utah.

In addition to a new leadership role with the Tour of Utah, Kimball continues as the vice president of corporate sponsorships with Larry H. Miller Sports & Entertainment. Jenn Andrs remains as the executive director of the Tour of Utah and oversees day-to-day operations of the event.

Tour organizers have been pleased with solid growth for the event since 2011, when the race was first elevated as a UCI-sanctioned event. Television viewership continues to expand with international broadcast partners providing coverage in 193 markets, and FOX Sports Network providing coverage nationally. A full week of webcasting with Tour Tracker presented by Adobe engaged 136,000 fans across 109 countries through consumption on mobile devices and the Tour’s website. The Tour of Utah is the only North American stage race that offers start-to-finish online coverage. In addition, the earned media coverage for the Tour of Utah generated \$18 million in publicity value for the cycling event, as well as host communities and corporate partners.

The Larry H. Miller Tour of Utah continues to be free to all spectators, making professional cycling one of the most unique professional sports in the world today. The Tour of Utah is sanctioned by the UCI and is part of the USA Cycling Professional Road Tour. More information about the Larry H. Miller Tour of Utah can be found by visiting www.tourofutah.com, as well as social channels [Facebook](#) (tourofutah), [Twitter](#) (tourofutah), [Instagram](#) (thetourofutah) and [YouTube](#) (Tour of Utah).

About the Larry H. Miller Tour of Utah

The Larry H. Miller Tour of Utah, referred to as “America’s Toughest Stage Race™,” is a week-long, professional cycling stage race for the best men’s teams in the world. The 2017 event was held July 31-Aug. 6. The event was elevated in 2011 as a UCI stage race, making it one of the premier events in North America. The 2017 Tour of Utah covered 605 miles of racing and 36,525 feet of climbing. A total of 16 professional men’s teams compet-

ed, bringing 126 riders from 26 countries. The Tour of Utah is owned by Larry H. Miller Sports & Entertainment. More information about the Tour of Utah, host venues and professional teams can be found by visiting www.tourofutah.com.

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