



**LAGRANGE**  
GEORGIA

*Media Release*  
FOR IMMEDIATE RELEASE  
June 7, 2021

## **The Bicycle Ride Across Georgia to Stop in LaGrange Friday, June 11<sup>th</sup>, Hundreds of Cyclists Expected in Downtown LaGrange**

**LaGrange, Ga. June 7, 2021** – Hundreds of cyclists are expected in downtown LaGrange Friday, June 11<sup>th</sup> for the 41<sup>st</sup> annual Bicycle Ride Across Georgia, or BRAG event.



*presented by*



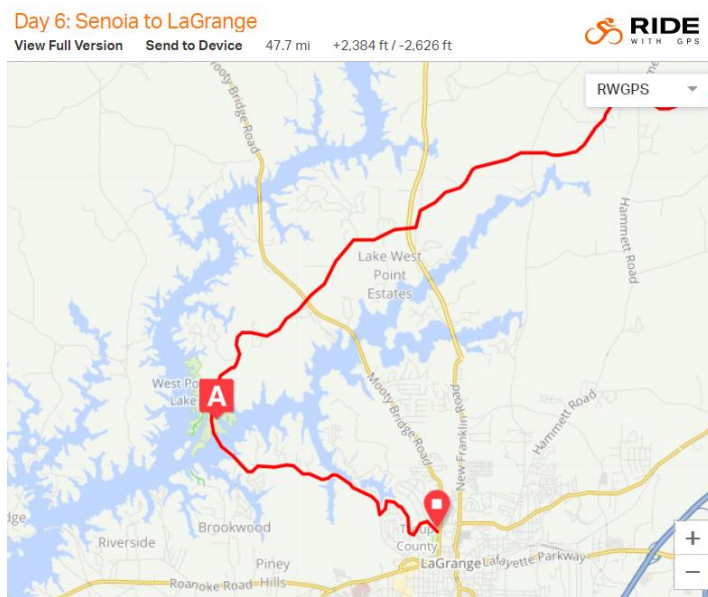
BRAG began Sunday, June 6<sup>th</sup> in Atlanta. More than 1000 cyclists started the week-long journey starting at the top of Lookout Mountain. BRAG finishes June 12<sup>th</sup> in Columbus. Participants plan to cycle backroads and paved bike trails over seven days and have access to fully stocked rest stops every 10-20 miles, support and gear (SAG) vehicles, and medics. BRAG operations move locations every day. The cyclists camp overnight along the route in Lafayette, Cave Spring, Carrollton, Senoia, and LaGrange.

“This route is one of the most scenic, shortest, and most exciting BRAG has had in recent memory,” says BRAG’s Executive Director, Franklin

Johnson. "In 2019, we had a pretty long route and obviously 2020 was a tough year for everyone. So for 2021, the rides each day will be shorter but packed with a lot of fun, both on and off the bike."

The theme of the 2021 Big BRAG trip is "Under the Covers with BRAG." Live entertainment each evening features tribute bands covering the 80's, Allman Brothers, Janis Joplin, Jimi Hendrix, and much more.

The cyclists are expected to be rolling into LaGrange as early as 9:00 a.m. The route into LaGrange is Cameron Mill Road, Country Club Road, Piney Woods Drive, Lakewood Drive, Granger Drive to LaGrange High School.



The Bicycle Ride Across Georgia (BRAG) is a not-for-profit dedicated to providing affordable, quality bicycle tours in and across the state of Georgia. Established in 1980, BRAG is the second oldest across-state bicycle tour in the US and attracts riders from all around the globe. BRAG rides have covered thousands of miles and touched hundreds of towns throughout the years. Along the routes, Georgia residents open up their towns and communities to our riders, making for a truly memorable experience. The fellowship and spirit that comes

along with all of BRAG rides keeps many participants coming back each year.

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