

# 2012 USA Pro Cycling Challenge Poster Contest

Deadline for Submissions: 5:00 pm, March 16, 2012

## BACKGROUND

The USA Pro Challenge is calling for submissions of original, unpublished, still-media artwork appropriate for promotional and commemorative posters for the 2nd annual USA Pro Cycling Race to be held in Colorado, USA on August 20 – 26, 2012.

## ABOUT THE 2012 PRO CYCLING CHALLENGE

Durango was selected as the start city host for the 2012 USA Pro Cycling Challenge, an international road biking race that will begin in Durango on August 20. In its inaugural race in 2011, the Pro Challenge drew approximately 1 million spectators, and was broadcast in over 150 countries, and this year is expected to be even more momentous in viewership and participation. The Pro Challenge is a stage race, and athletes will traverse 11 other Colorado cities before crossing the finish line in Denver on August 26.

More information on the USA Pro Cycling Challenge can be found at [www.ProCyclingChallenge.com](http://www.ProCyclingChallenge.com)

## CONTEST RULES AND ARTWORK SUBMISSIONS

All contest rules, submission instructions and requirements, prize details, and awarding process can be found at <http://www.facebook.com/USAProCyclingChallenge>.

## DURANGO TIPS FOR CREATION

Although not required, local Durango artists please consider the following when designing your artwork.

1. The poster include the words: Durango 2012 It All Starts Here.
2. The following colors of nature should be incorporated in the poster:
  - a. Red – Hermosa Cliffs/Clay
  - b. Blue – River
  - c. Brown – Trails
  - d. Green – trees
3. Artwork represent Durango as a playground for all outdoor enthusiasts.
4. Poster be photographic or realistic, lifelike artwork.

## LOCAL CONTACT FOR MORE INFORMATION

Ryan Siggins  
Squeaky Wheel  
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This requirement sheet is not to be shared on press releases or social media. Thank you.