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USA Pro Cycling Challenge Unveils Official Aspen Commemorative Poster Contest Winner

Colorado Resident Callie Hegstrom Designs Picturesque Portrayal of the Professional Cycling Race



ASPEN (April 18, 2012) – The official poster for the Aspen stage of the [USA Pro Cycling Challenge](#) was unveiled today and will be printed as Aspen’s official 2012 USA Pro Challenge poster. One of 12 host cities, Aspen is the only town to host both a finish and a start, August 22 and 23, including the “[Queen Stage](#).” Highlands Ranch, Colo. resident and cycling enthusiast Callie Hegstrom created the winning design, tapping into her enthusiasm for the sport.

“I absolutely love Aspen,” said Hegstrom. “Throughout the years I have taken some very nice shots of the local scenery, including the Maroon Bells. I started the poster design by browsing through my photo library, and coming across a nice shot of the 'Bells' from Maroon Lake. My actual photo (albeit, modified a bit), serves as the backdrop for my poster, and the rest just evolved from there.”

A panel of Aspen locals selected Hegstrom’s design from a pool of finalists, which will be printed as Aspen’s official 2012 USA Pro Challenge poster, available for purchase and celebrated on social media platforms. Sales of the poster will benefit [Aspen Valley Ski & Snowboard Club](#) (AVSC).

Artists were encouraged to highlight Aspen's dramatic natural beauty, incomparable cycling terrain and unique outdoor-adventure culture that together defy ordinary.

Each winner of the poster contest will receive \$500 cash, four VIP passes to the hospitality tent at race finish, and national recognition and exposure for his or her artwork.

Showing the true nationwide support for the contest and the race, poster designs were submitted from 23 different states, including Alabama, Arizona, California, Colorado, Florida, Hawaii, Illinois, Louisiana, Minnesota, Mississippi, Missouri, Nebraska, New Hampshire, New Jersey, New York, Ohio, Oklahoma, South Carolina, Tennessee, Texas, Virginia, Wisconsin and Wyoming. Designs were submitted via the [USA Pro Cycling Challenge Facebook page](#) where more than 4,000 loyal fans voted for their favorite design.

About the USA Pro Cycling Challenge

For seven consecutive days, the world's top athletes race through the majestic Colorado Rockies, reaching higher altitudes than they've ever had to endure as they ascend over three mountain passes, each exceeding 12,000 feet in elevation. After attracting more than 1 million spectators in 2011, making it one of the largest cycling events in U.S. history, the USA Pro Cycling Challenge is back for 2012. Featuring a challenging, 683-mile course with over 42,000 feet of vertical climbing, the second annual race will spotlight the best of the best in professional cycling and some of America's most beautiful scenery.

Referred to as "America's Race," the USA Pro Cycling Challenge will take place August 20-26, 2012, a week proclaimed by Governor John Hickenlooper as "Colorado Cycling Holiday," and travel through 12 host cities from Durango to Denver.

More information can be found online at www.usaproyclingchallenge.com/ and on Twitter at [@USAProChallenge](https://twitter.com/USAProChallenge).

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