



FOR IMMEDIATE RELEASE

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Shorewood Criterium Cycling Classic on Oakland Avenue set for June 27 - Fun, Fast Pace Racing and Festivities

On Friday June 27, the 21st Annual Shorewood Criterium Classic hosted by the Shorewood Business Improvement District is rolling down Oakland Avenue and bringing fun and excitement to Shorewood.

The Kwik Trip Tour of America's Dairyland 11-day competitive racing event brings riders from amateurs to professionals to communities in Southeast Wisconsin. Over the years the race has gained a lot of popularity, gathering racers from 40 U.S. states and 15 countries.

Shorewood's races, on day 9 of the tour, begin with the Junior cyclists at 10:45am and culminate with the Men's Pro at 7:00pm. The start/finish line will be located on the corner of Oakland Avenue and Lake Bluff Boulevard and will continue counter-clockwise down to Marion Street, over to Maryland Avenue and back around on Kensington Boulevard to complete the 1-mile course.

In addition to the ever-popular Kid's Roll, Shorewood will host the Dairyland Mile organized by Infinity Running starting at 6:00pm. See the Shorewood Business Improvement District website shorewoodwi.com for more details and a link to register.

The Kid's Roll, starting at 6:25pm, will have a decoration station sponsored by Little Sprouts Play Cafe and registration from North Shore Bank, along with Shorewood Bike's handling free bike tune ups to riders and spectators alike. Culver's will be handing out free ice cream after the races, so make sure to stick around for these sweet treats!

Three Lions Pub will once again be throwing their Kensington Street Block Party with food, drinks and music. The party will begin at 5:00pm and will last until the end of the bike races.

The Shorewood Criterium Cycling Classic promises an electric energy that will be shared across all racing categories. Four corners and a bonus S-curve on Kensington Blvd., with a big party at the finish, make the Shorewood race the perfect summer event for racers and spectators alike! For more information go to shorewoodwi.com.

Race Schedule 2025

10:45 – 11:05am – Junior Girls & Boys (9-12)
11:15 – 11:45am – Junior Girls & Boys (13-14)
11:55 – 12:30pm – Junior Girls (15-18) Cat 4 & Cat 4 Women
12:40 – 1:20pm – Junior Boys (15-18) Cat 3/4 & Cat 3/4 Men
1:30 – 2:20pm – Junior Boys (15-18) Cat 1/2/3
2:30 – 3:20pm – Junior Girls (15-18) Cat 2/3 & Cat 2/3 Women
3:30 – 4:20pm – Masters 50+/60+ Cat 1/2/3
4:30 – 5:45pm – Pro/1/2 Women
6:00 – 7:00pm – Kid Races* & Dairyland Mile**
7:00 – 8:15pm – Pro/1/2 Men

Sponsors for the event include; Draft and Vessel, Shorewood Foundation, ISCorp, Cloud Red, Harry's Bar&Grill, Three Lion's Pub, Orthopaedic Hospital of Wisconsin, Wimmer Communities, Shorewood Family Chiropractic, Feerick Funeral Home, Allstate – Andrew McCabe, Lake Bluff Dental, Corner Bakery Cafe, Culver's, Little Sprouts Play Cafe, Craig Bulluck; Edward Jones and Michael Y. O'Brien; Edward Jones, North Shore Bank, Fiddleheads, Shorewood Bikes, Shorewood Fitness Center, The Milwaukee Brat House – Shorewood, Waste Management, Posh Collective, Hive Orthodontics, Dr. Zhou's Acupuncture and Wellness Center and The Pabst Theater Group.
