READINGS NEWS TO PERUSE

2010 SINGLE SPEED WORLD CHAMPIONSHIPS REPORT

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The 2010 Single Speed World Championships took place on October 23, under sunny skies in beautiful Rotorua, New Zealand. More than 900 riders from 30 countries showed up in great costumes and spirits to pedal the 40km (25-mile) racecourse through the Whakarewarewa Forest.

As the 10:30 a.m. hour approached, all 900+ riders mounted their bikes and began two minutes of NASCAR-like circling. Music pumped through the air, a scantily clad young woman walked among the riders displaying the time, and race director Dean Watson eventually removed the hat covering his eyes and tossed it from his perch in the cherry picker, signaling the opening of the gate. Racers and partiers alike spiraled out of the inner circle, made a mad dash for the woods, and immediately caused a huge traffic jam. No one seemed to mind, and after 15 minutes of walking, the crowd thinned enough to be able to ride the remainder of the course.

The trails were in great shape and lined with hundreds of spectators cheering and laughing. Some riders chugged trailside beers, allow-





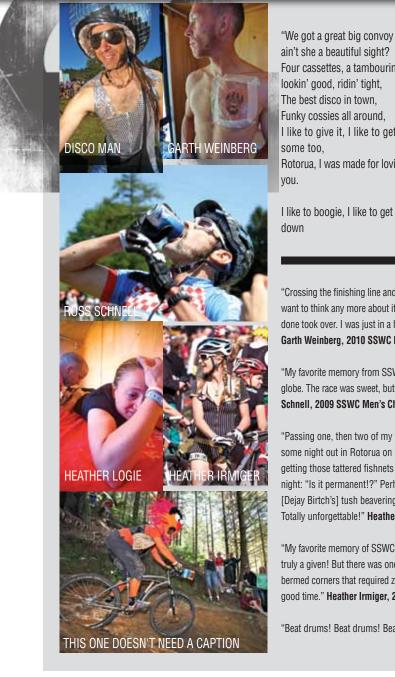
ing them to take shortcuts, while others just rode and enjoyed the atmosphere. Rounding a bend 20km into the course, a deep stream crossing sent a rider dressed as a can of pilsner over the bars, while drag queens, Muppet characters, Disco Man, and a flock of birds either followed suit or pedaled safely through.

At the start/finish line, young women handed cans of Summit Lager to riders—some collapsed in the grass, others chugged and headed out for lap two. A heated battle between local Rotorua favorite Garth Weinberg and defending SSWC champion Ross Schnell erupted. Weinberg held on to his lead, crossed the finish line first and claimed

the customary winner's tattoo. Schnell held a firm grip on second and American Superbike racer, Ben Bostrom, rounded out the men's podium. Australian Heather Logie, dressed as a naughty policewoman, was the first woman to cross, followed by local favorites Nic Leary and Katie O'neil finishing second and third.

To decide the location of next year's SSWC, Ireland went head-tohead with South Africa in the horizontal bungee competition. With an inner tube around their waists, tied to a bungee cord, tied to a pole, Ireland's representatives ran, crawled and placed a can of beer the furthest before the bungee pulled them back. Congratulations to all!

AS YOUR FAVORITE MEMORY OF 2010 SSWC?



ain't she a beautiful sight? Four cassettes, a tambourine, Funky cossies all around, I like to give it, I like to get Rotorua. I was made for lovin'

I like to boogie, I like to get

With my homies from good ol' singlespeed town, I can't get enough of you Can you get enough of me?

Satisfaction..... came in a chain reaction. People gettin' loose, Had to strut my stuff 900 bikes maybe more Never enough. Burn ya mutha down!

Set me free Satisfy the need in me. Whether you're a brother Or whether you're a mother

Ireland, do the peeps right! SSWC2010 shut that back door good n tight!"

Loosely titled "The day my Disco died" Damian Auton, AKA "Disco Man." Melbourne, Australia

"Crossing the finishing line and having my family mob me. Coming up to the finish I knew I was leading, but didn't want to think any more about it until I crossed the line. Once I got there all the emotion and realization of what I'd done took over. I was just in a heap on the ground, crying like a baby when my wife and two girls smothered me." Garth Weinberg, 2010 SSWC Men's Champion, Rotorua, New Zealand

"My favorite memory from SSWC would have to be just hanging out and meeting cool bike nerds from around the globe. The race was sweet, but definitely secondary to the experience of being in a rad place with rad people." Ross Schnell, 2009 SSWC Men's Champion, Trek

"Passing one, then two of my mates from Canberra who'd come all the way to NZ to race but had such an awesome night out in Rotorua on Friday that they only made it 1km and 21km respectively. Or maybe it was finally getting those tattered fishnets off at the finish line! Or maybe it was responding to my Dad's question on Sunday night: "Is it permanent!?" Perhaps not my favorite but definitely hard-to-shake memory is the image of Borat's [Dejay Birtch's] tush beavering up the trail ahead of me with "happy" and "pain" emblazoned on each cheek! Totally unforgettable!" Heather Logie, 2010 SSWC Women's Champion, Canberra, Australia

"My favorite memory of SSWC was the trail itself. The crazy costumes, the decider event and amazing people are truly a given! But there was one section of trail that felt like raging down a river. It was a fast descent with perfectly bermed corners that required zero brakes. Throw in a couple whoops of air and I had one heck of a memory, and a good time." Heather Irmiger, 2009 SSWC Women's Champion, Subaru-Trek

"Beat drums! Beat drums! Beat drums!" Animal, Drummer

