



## **Fiesta FitFest Brings Pedals, Medals and Fun to Fiesta**

### ***L'Étape San Antonio by Tour de France Announces Course Fiesta FitFest Announces UTSA as Site of Three-Day Event***

(SAN ANTONIO – Oct. 5, 2021) Officials from San Antonio Sports, the city's nonprofit sports commission, were joined by Mayor Ron Nirenberg, Judge Nelson Wolff, Michael Brown of MB Events, members of the Fiesta Commission, cycling and fitness communities to announce the course for L'Étape San Antonio and UTSA as the site of [Fiesta FitFest presented by H-E-B](#). This multi-sport event will take place April 8-10, 2022 and is an official Fiesta event. [L'Étape San Antonio by Tour de France](#) anchors the weekend of fitness which will include the Fiesta FitFest 5K & 10K presented by Michelob Ultra, L'Étape San Antonio XPEL Criterium, Alpha Warrior Fitness Challenge and the University Health Athletes' Village and Expo with food, live music, group exercise classes and more. There will be something for all fitness levels and ages.

"Fiesta FitFest is the result of stars aligning after we secured L'Étape San Antonio by Tour de France," said Russ Bookbinder, president & CEO of San Antonio Sports. "We expanded our Alpha Warrior Fiesta Fitness Challenge to include a 5K & 10K, an expo and this world-class cycling experience to create what we know will be a long-term Fiesta event focused on fitness and fun."

Fiesta FitFest kicks off on Fiesta Friday, April 8 with the L'Étape San Antonio XPEL Criterium and Alpha Warrior Fitness Challenge. The criterium is a short, fast-paced, timed circuit race and will feature hundreds of cyclists racing at top speeds in a loop around the athletes' village. Spectators can enjoy music from a DJ, Fiesta food and libations while watching cyclists whiz by. An obstacle course battle rig will be constructed on-site for the Alpha Warrior Fitness Challenge which will determine Fiesta's fittest male and female.

Fiesta FitFest 5K & 10K presented by Michelob Ultra will take place Saturday, April 9, along with the L'Étape San Antonio kids' ride, live music, group exercise classes and celebrity appearances from American Ninja Warriors, Tour de France champions and others on the Thomas J. Henry center stage. Interactive exhibits, health and wellness activities, food and cycling clinics will take place throughout the University Health Athletes' Village and Expo.

L'Étape San Antonio by Tour de France presented by H-E-B will take place on Sunday, April 10 and is the only Tour de France-branded event in the United States next year. The course will begin at UTSA and head into the Hill Country towards Bandera. Distances of 100, 60, 25 miles and a family tour will take place.

"San Antonio was our top choice when finding a home for L'Étape by Tour de France here in the United States," said Michael Brown, director, MB Events. "The supportive community, the famous hill country roads, and the active cycling community made it an easy decision for us. We're excited to bring this world-class course and event to San Antonio as part of Fiesta FitFest."



The 100-mile course is going to be a great challenge for seasoned cyclists and the shorter distances will offer new riders a chance to try their first official race. We can't wait to see San Antonio's roads filled with every level of cyclist next year."

Registration is now open for all Fiesta FitFest presented by H-E-B events at [SanAntonioSports.org](https://SanAntonioSports.org). Volunteer opportunities powered by Valero can be found at [Volunteers.SanAntonioSports.org](https://Volunteers.SanAntonioSports.org).

"This event would not be possible without the support of San Antonio's top companies who believe in our mission to transform the community through the power of sport," said Bookbinder. "It will be pedals, medals and fun. Viva fitness!"

--30--

#### VIDEO LINKS:

<https://drive.google.com/file/d/19fvQJVeNROew0ToZA0FWpe5njm24Rzh5/view?usp=sharing>

<https://drive.google.com/file/d/16jhYiuG1F2BkQan9bs1usUmlpMvCHl6p/view?usp=sharing>

COURSE MAPS: <https://www.letapesanantonio.com/media>

#### About L'Étape San Antonio by Tour de France

L'Étape San Antonio is offering amateur cyclists the legendary Tour de France experience in San Antonio, Texas. This is the only United States destination for L'Étape by Tour de France scheduled for 2022. The event will be held on April 10, 2022 and will be part of Fiesta and Fiesta FitFest celebrations. Distances of 100, 60, and 25 miles, a criterium, a family tour, and a kids' ride will be offered. Learn more at [letapesanantonio.com](https://letapesanantonio.com)

#### About L'Étape by Tour de France

L'Étape by Tour de France is the world leader in mass participation cycling events, with events running in 13 countries in 2021 and 26 countries in 2022. L'Étape by Tour de France offers amateur cyclist the ability to race or ride a stage of the Tour de France in their own back yard. The Tour de France is the most recognizable annual sporting event in the world and is cycling's premium brand.

#### About Fiesta FitFest

San Antonio Sports is bringing fitness to Fiesta. Fiesta FitFest is a multi-sport event taking place April 8-10, 2022. It will be headlined by L'Étape San Antonio by Tour de France, a world-class amateur cycling event aligned with the famous French cycling race. The weekend will also include a criterium, 5K and 10K run, Alpha Warrior Fitness Challenge, wellness expo, food, music and more. Fiesta goers will have the opportunity to celebrate all things fitness while enjoying the spirit of a traditional Fiesta event with food, libations, and entertainment.

#### About San Antonio Sports

San Antonio Sports is a nonprofit organization whose mission is *to transform our community through the power of sport*. San Antonio Sports bids on and hosts premier sporting events such as NCAA® championships, which have generated a local economic impact of more than \$900 million. San Antonio Sports kids programs, including *i play! afterschool* annually touch the lives



of more than 150,000 children. Additionally, San Antonio Sports serves as a catalyst for the development of quality recreational and athletic facilities in our community and manages San Antonio Sports School Parks, a program that turns school grounds into community park space. To learn more, visit [SanAntonioSports.org](http://SanAntonioSports.org).