



Chicago Grit Media Coverage Report

Event Overview

- **Event Name:** Chicago Grit
- **Date:** July 18–27, 2025
- **Location:** Chicago and surrounding suburbs
- **Objective:** To generate awareness and coverage for Chicago Grit, highlighting the race's competitive caliber, sponsor partnerships, and impact on local communities.

1. USA Cycling – ACC Preview

Link: [USA Cycling Article](#)

Summary: USA Cycling positioned the Fulton Market Grand Prix as the crown jewel of the 10-day series, previewing the American Criterium Cup standings and course details.

Key Messages: Chicago Grit is an essential stop on the national criterium calendar. Fulton Market was highlighted as a premier downtown finale in front of SRAM HQ.

Tone: Informative, authoritative.

2. Endurance Sportswire – SRAM Presenting Sponsor

Link: [Endurance Sportswire Release](#)

Summary: Announced SRAM as the presenting sponsor of the 2025 series, underscoring the global brand alignment and finale in Fulton Market.

Key Messages: Validates Chicago Grit's national relevance through premier sponsorship.

Tone: Promotional, industry-facing.

3. Daily Herald – True Grit Feature

Link: [Daily Herald Feature](#)

Summary: Framed Chicago Grit as a summertime staple in the suburbs, emphasizing tradition, civic pride, and the community festival atmosphere.

Key Messages: 13th summer of racing. 10 communities in 10 days. Brings people together beyond cycling.

Tone: Positive, community-focused.

4. Cycling West – Fulton Market Race Report

Link: [Cycling West Report](#)

Summary: Reported results of Fulton Market Grand Prix. Kendall Ryan and Richard Holec took marquee wins.

Key Messages: High-level competition attracts elite athletes and caps the 10-day series with national impact.

Tone: Competitive, celebratory.

5. Riverside-Brookfield Landmark – Brookfield Coverage

Link: [RBLandmark Article](#)

Summary: Preview of Brookfield Criterium with focus on community logistics and anticipation.

Key Messages: Emphasizes town-level engagement and Chicago Grit's role in local summer activities.

Tone: Local, supportive.

6. Patch Northbrook – Event Listing

Link: [Patch Listing](#)

Summary: Event calendar entry boosting discoverability.

Key Messages: Reinforces accessibility and visibility for local spectators.

Tone: Informational.

7. Daily Herald – West Dundee

Link: [Daily Herald Article](#)

Summary: Opening day coverage with race photos and community scenes.

Key Messages: Chicago Grit kicks off in suburban communities with enthusiasm.
Tone: Positive, visual.

8. Endurance Sportswire – Verge Jersey Sponsor

Link: [Endurance Sportswire Release](#)

Summary: Announced Verge's return as the official leader jersey sponsor.

Key Messages: Reinforces Grit's stature with continued brand partnerships.

Tone: Promotional, affirming.

9. Daily Herald – Series Kickoff Feature

Link: [Daily Herald Feature](#)

Summary: Opening weekend feature with community quotes and crowd turnout.

Key Messages: The event is framed as a summer tradition drawing spectators across the suburbs.

Tone: Community-driven, engaging.

10. Daily Herald – Mundelein Coverage

Link: [Daily Herald Article](#)

Summary: Local highlight of the Mundelein stage, with emphasis on town pride.

Key Messages: Demonstrates regional footprint and rotating host community value.

Tone: Local, positive.

11. CyclingNews – International Results Recap

Link: CyclingNews Recap

Summary: Covered Ryan and Holec's wins with ACC context, standings, and team points.

Key Messages: Extends reach internationally and bolsters competitive reputation.

Tone: Competitive, authoritative.

12. Yahoo Sports – Northbrook Recap

Link: Yahoo Sports Coverage

Summary: Syndicated piece on Northbrook Grand Prix with images and results.

Key Messages: Expands reach via major sports platforms, taking Chicago Grit to new

audiences.

Tone: Broad, accessible.

Summary of Coverage

- **Total Outlets Covered:** 12+ (local, national, international, and industry-specific)
- **Estimated Reach:** Millions across mainstream news, cycling media, and syndicated networks.
- **Overall Tone:** Overwhelmingly positive, balancing competitive credibility with community impact.

Key Messages Across Coverage:

- Chicago Grit is positioned as both a major national criterium event and a summer community festival.
- Sponsor partnerships with SRAM and Verge reinforce credibility and stature.
- Local coverage highlights grassroots support and crowd enthusiasm.
- National and international cycling media validate the event's competitive quality.