

Cyclocross Cancelled

Upon further review of entry trends and other online data, the New Jersey State Fair / Sussex County Farm and Horse Show, Inc. and SpectaSport LLC have jointly agreed to cancel the New Jersey State Fair SpectaCross so as to give the Fair more opportunity to publicize the Monster Truck rides that will replace the originally scheduled cyclocross bike races. Despite a successful debut and rave reviews in 2009, entries for the 2010 race remained far below the minimum expectations. With two weeks remaining until the race, only 83 entries have been received, and only one entry was received in the past two days.

"The handwriting was on the wall," said Ken Getchell of SpectaSport LLC, the promoters of the event. *" I want to thank Lou Casper and the New Jersey State Fair for taking the chance in supporting cycling and bike racing; not once, but twice for a period of four years. And I also want to thank all the racers who entered and also provided support and kind words over these past two years. I especially want to thank those racers who drove long distances last year and those who, up until a couple of hours ago, were spending their own time and money in self-created grass roots marketing campaigns to save the race. We will remember their commitment and enthusiasm. All entry fees will be refunded as soon as possible and SpectaSport is also making arrangements to refund all BikeReg online registration service fees paid by entrants."*

"I think we're victims of the economy," said Lou Casper, Director of the Miller Lite Outdoor Entertainment Area of the NJSF®/SCF&HS. *" This special sport draws enthusiasts from all over the East but spending two days at this race may just be beyond the reach of many racers,"* said Casper.

He continued, " Ken Getchell and SpectaSport LLC have done yeoman's work trying to promote this event but have fallen short of expectations for success. They, and we, can't justify the expense of holding the race with so few participants. We'll try again next year."

The Fair will substitute Monster Truck Rides for fairgoers in the OEA for Friday August 6 and Saturday August 7, from 10AM to 10PM.