



FOR IMMEDIATE RELEASE

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Broome County STOP DWI Announces

as Premier Sponsor of the
Chris Thater Memorial Races and Music Festival

(Binghamton, NY) Broome County STOP-DWI is pleased to announce SEFCU as the Premier sponsor of the 2009 Chris Thater Memorial Races and Music Festival. The Chris Thater Memorial - recognized as one of America's premier cycling and running events will take place August 29th-30th at Recreation Park in Binghamton.

“We are delighted to announce SEFCU as the premier sponsor of the Chris Thater Memorial Races,” said James May, Broome County STOP-DWI Coordinator and founder of the Chris Thater Races. “Great appreciation is given to SEFCU and all of our community sponsors who support a professional cycling and running event of this caliber here in Greater Binghamton.”

2009 marks the 26th year of the Chris Thater Memorial. This free community event is organized to heighten awareness about drunk driving and to promote healthy lifestyles. It is named in honor of Chris Thater an avid cyclist who was killed by a drunk driver.

This year, the Chris Thater Memorial Races will also include the Chris Thater Memorial Music Festival from 11 a.m. to 4 p.m. and 7 p.m. to 9 p.m. on Saturday August 29th and from 10:30 a.m. to 2:30 p.m. on Sunday August 30th. Entertainment will also include a large expo/vendor display area with a food concession by Lupo's and will feature performances by Will Stafford, a unicyclist/ juggler and Mike Steidley, a national champion stunt mountain bike trials rider.



About SEFCU: Established in 1934 as the credit union for state employees, today SEFCU is among the 70 largest credit unions in the U.S. with over 1,000 ways to join, more than \$1.7 billion in assets, over 175,000 members and 37 offices in the Capital Region, Binghamton, Syracuse, and Buffalo. In addition to standard deposit and loan products, SEFCU offers 24-hour banking by phone and Internet, electronic bill payment and eStatements, investment and insurance services, and a full range of business banking services. Find us on Facebook® or follow us on Twitter®.



About the National Racing Calendar (NRC): Entering its 12th season in 2008, the National Racing Calendar (NRC) is an all-inclusive road cycling series sanctioned by USA Cycling. It is designed to provide a ranking system for all

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elite level cyclists, both amateur and professional, through participation in the nation's premier cycling events. For more information on the NRC, visit <http://www.usacycling.org/nrc/>, or contact Justin Rogers at (719) 866-3266 or jrogers@usacycling.org. The 2008 USA Cycling rulebook can be found here: <http://www.usacycling.org/news/user/story.php?id=369>



STOP-DWI stands for "Special Traffic Options Program for Driving While Intoxicated". The STOP-DWI Program was enacted by the State Legislature in 1981 for the purposes of empowering county governments to coordinate local efforts to reduce alcohol and other drug-related traffic crashes within the context of a comprehensive and financially self-sustaining alcohol and highway safety program.