



# BMX

FINAL ROUNDS

**EUROPEAN CHAMPIONSHIP 2011**

7-10 July 2011  
Haaksbergen, the Netherlands  
[www.finalroundsbmx2011.nl](http://www.finalroundsbmx2011.nl)

**BMX** FINAL ROUNDS  
EUROPEAN CHAMPIONSHIP 2011

The foundation BMX Events is proud to present  
the Final Rounds of the European Championship BMX 2011

**7 - 10 July 2011**

**Haaksbergen, the Netherlands**

## EVENT SPECIFICATIONS

- A three-day outdoor event
- Location Haaksbergen, The Netherlands
- Approximately 1800 riders from 25 different country's
- International elite riders are represented
- Classification starting permit Olympic Games 2012
- Total prize money € 19.000



## BMX STATISTICS



- The number of BMX members has grown explosively in recent years
- In 2008 in Peking was BMX for the first time at the Olympics
- The IOC is considering to put more BMX items on the Olympic agenda
- In Holland approximately 12.500 children participate in the cyclingprogram Go Biking! Tour every year and will be used in the promotion of the Final Rounds


## HEROES SPECTACLE GREEN

The Final Rounds are the closure of the BMX season 2010 – 2011. During the Final Rounds will be fought for the European title.

The Netherlands is strongly represented at the Final Rounds. The heroes of the Dutch team are the ambassadors of this event.


BMX is green, because it is a sustainable sport and still free of doping.



A photograph of a BMX rider, Raymon van der Biezen, in a dynamic racing posture. He is wearing a bright orange and black jersey with 'Radol' and 'ENT' visible, black shorts with white stripes, and a silver helmet. He is leaning forward on his bicycle, which has a white race plate with the number '12'. The background shows a paved track and spectators.

Raymon van der Biezen, 23 years old  
Dutch champion and European  
Champion 2010

“The Final Rounds of the 2011 European Championship will be held in Haaksbergen, the Netherlands. I expect a good contest, held with great entertainment. Many national and international celebrities will be present. Be there!”



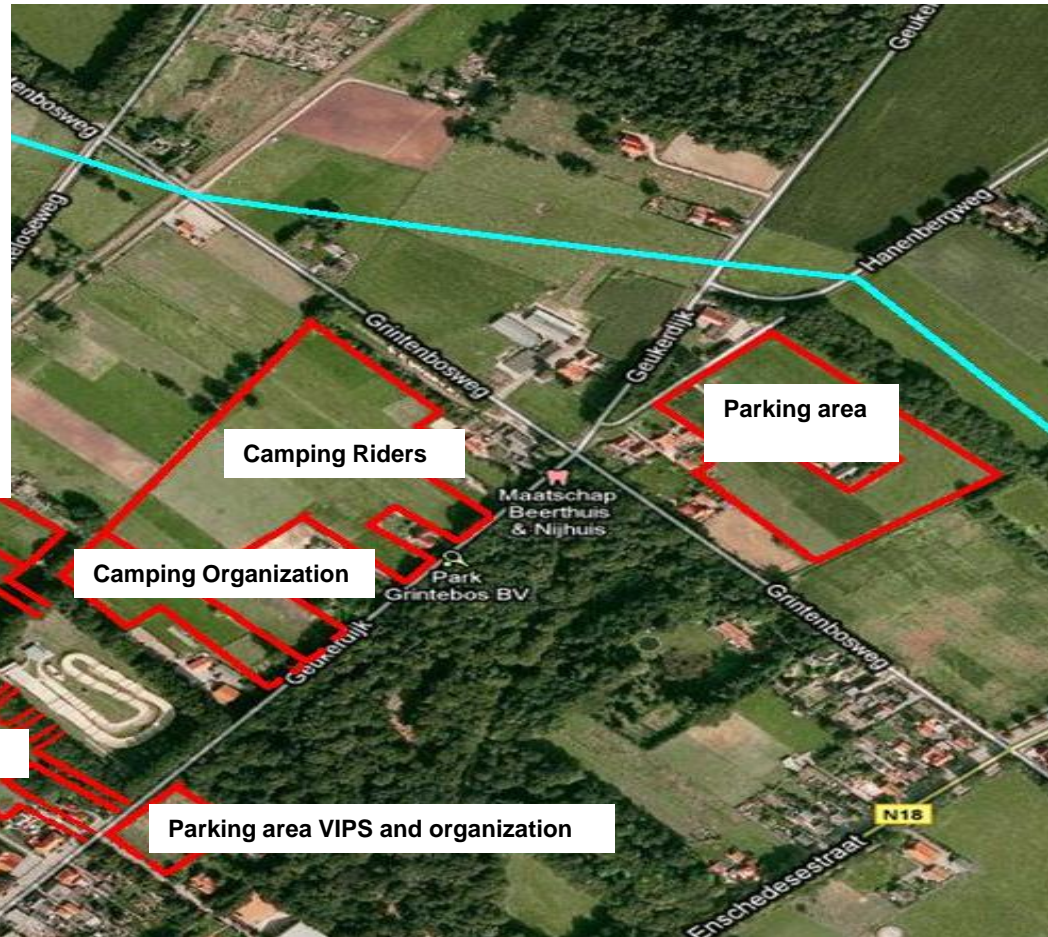
Merle van Benthem, 17 years old  
Worldchampion Junior and European  
Champion Junior Cruisers 2010

“The organization of the Final Rounds in Haaksbergen will drop a great event which many people will come visit. In my first year as Elite woman I expect of myself to reach the podium. My future ambitions are the Olympic Games in London”

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## EUROPEAN CHAMPIONSHIP 2011

### LOCATION HAAKSBERGEN, NL





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## EUROPEAN CHAMPIONSHIP 2011

## ORGANISATION & TRACK



# BMX FINAL ROUNDS

## EUROPEAN CHAMPIONSHIP 2011

## PROGRAM

- Thursday July 7  
Practice by country
- Friday July 8  
Gate practice and finals for "Cruisers"  
21:00 pm Opening ceremony and entertainment in the evening
- Saturday July 9  
Gate practice and finals for 'Challengers'  
Gate practice and Round 11:  
'Junior Men & Women' & 'Elite Men & Women'  
Award ceremony and press conference  
Entertainment in the evening
- Sunday July 10  
Gate practice and finals for 'Challengers'  
Gate practice and Round 12:  
'Junior Men & Women' & 'Elite Men & Women'  
Award ceremony and press conference







## EXPOSURE & AMBITIONS

- It is an event for locals of Haaksbergen, but also for people from the region, it is a national and international event.
- The Final Rounds will be promoted nationwide in Holland, but also during other BMX races in Europe, especially at the first 10 rounds.
- The Final Rounds will be registered in papers, but also live at internet and during the event at the tracksite, and hopefully on television.
- With the Final Rounds we hope to increase the BMX-memberships and increase sportsparticipation among locals.

## CONCLUSION

**BMX Events invites everyone to join this great event, and to experience BMX!**

Would you like to have more information about the Final Rounds 2011?

Please visit our website [www.finalroundsbmx2011.nl](http://www.finalroundsbmx2011.nl)



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[WWW.FINALROUNDSBMX2011.NL](http://WWW.FINALROUNDSBMX2011.NL)

