NMIX CAPSTONE



twilight

EXPLORATORY RESEARCH

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Our Client

The Athens Twilight Criterium

Twilight, Athens, is a premier, annual two-day professional and amateur bike race held in downtown Athens, Georgia, since 1980. It features high-speed, nighttime criterium races through city streets, drawing international cyclists, alongside a weekend festival with live music, a 5K, BMX, and food vendors

This year, the race will be held on **April 17th and 18th** with several vendors and events for spectators throughout all of downtown Athens.

Our Client

The Athens Twilight Criterium

For 45 years, this event has grown into more than just a bike race, transforming into an annual two-day event, attracting both professional and amateur cyclists from all over the world.



rongly recommend that you y night, May 2nd. Simply put, center focus of the whole mazing ere are is to at- get into

at dusk. low to r calm. smiling about en con- e more around ich en- Wash- ls, and mpkin. ather at -where kers will ister as speeds our. wn, and ing the speed ck, and racers ps con-

case you didn't know, Athens is now home to a brand new professional bicycle racing team. This new six-man team is sponsored by that venerable name in southern clothing.

"It's sort of like a two-wheeled NASCAR race through downtown Athens..."

taken on a big role with us, a supportive. Al has been a big cycling, him, pec All b membe asked h what ha Heckert at the e our old Evid marade boot. "T tant thin for nine time tog get alor push ea tivation Hecl about th racing: cal attri cent, bu capabil You car you've g of our t they rea As f

speeds seem to increase, and ving blur. Slower riders (rela- all "off the back," as they are

Duckhead. The other venerable sponsor is Sunshine Cycles, whose owner Al Jeffers manages the team. Recently I had an extended conversation with one of the new team mem-

goes, each member but Davi in fact Category 1 racer Br much of last year's race. Sai

Client Mission

Athens Twilight is put on by the

ATHENS ORTHOPEDIC CLINIC

and it works to promote childhood health and well-being.

Additionally, the proceeds benefit the Athens Area Habitat for Humanity. All of this works to promote Athens as a safe and clean place for children to grow up.

Habitat for Humanity®

Athens Orthopedic Clinic

Our Goal

The goal of this project is to highlight that Twilight takes place the same weekend as the International Athens Street Festival, helping tell the larger story of Twilight as a worldwide event that attracts participants and spectators from around the globe.

In addition, this project will focus on unifying the Twilight year-round website with the race-weekend website to create a more seamless, user-friendly experience and reduce confusion for those searching for Twilight information throughout the year.

Sources

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