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twilight

PR FAQ

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FOR IMMEDIATE RELEASE

ATHENS, Georgia, April 17 & 18, 2026 – The world-renowned bike race known as Athens Twilight is revealing imaginative updates to its website, designed to better highlight the event's global reach. The revamped site will showcase Twilight's collaboration with the University of Georgia International Street Festival and feature cyclists who travel to Athens from around the world, specifically to race in Twilight.

Athens Twilight attracts elite and amateur cyclists from across the globe, yet many in the local community may not realize the international scope of the event. With racers flying in from overseas for race weekend, pairing Twilight with the International Street Festival creates a natural opportunity to celebrate culture and community. The updated website will include video interviews with cyclists from different states and countries, highlighting what makes their home communities unique and what draws them to Athens.

"These website adjustments represent the merging of two great events and the promotion of cultural awareness within the community," said Maddie Dickinson of Team Twilight. "By bringing these audiences together, we're creating a bigger, more inclusive event that celebrates both cycling and international culture."

The new website offers a streamlined, user-friendly experience designed to serve both race weekend visitors and year-round fans. Instead of maintaining separate platforms, the updated site provides a single, accessible destination for race information, international features, and event updates throughout the year.

"The website is so much more user-friendly now," said one Athens local. "I love that people from all over the world are showcased. It helps you learn more about the bikers and really shows what makes Twilight so special here in Athens."

Anyone interested in learning more about Athens Twilight, the cyclists, or the International Street Festival during race weekend is encouraged to explore the updated website at https://athenstwilight.com/.

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FAQ

Q: What is Twilight?

A: Friday night (April 17) features a music concert and competitive races on the stage (bikes on trainers). Saturday (April 18) morning kicks off with the largest 5K in Athens and a participation bike ride. Activities in the Kids Zone get going late morning and amateur cycling races happen one right after another all day. Saturday night is the main event: The women's pro-am criterium (7:00 PM) measures 40K, while the men's pro-am criterium (8:30 PM) is an 80K race around historic downtown Athens. The course start-finish line is on Washington Street at College Avenue.

Q: What is the International Street Festival?

A: The International Street Festival was created in 1999 and is an annual event that promotes internationalization and cultural awareness within the Athens community. The Festival is student and family friendly and boasts an attendance of 3,000-5,000 visitors each year. Various UGA student groups and community organizations host exciting cultural displays and performances throughout the Festival

Q: What is the point of having the two on the same weekend?

A: The point of merging the two events to be the same weekend is to highlight the similarity of both events, being international and wanting to bring culture to the Athens community. The two will also get more attendance, as they are on the same weekend, which will help to truly bring the energy.

Q: Is attendance at the events free?

A: Yes! Anyone can come and watch the race, while also walking around the festival.

Q: Will I be able to get live updates

A: Absolutely! The website will update every second on race days with the latest on bikers, maps, and everything and anything you may have questions about!

Q: Is the event family-friendly?

A: Yes! Athens Twilight is a family-friendly weekend with activities for all ages, including the Kids Zone, live music, and daytime races that are great for spectators of all ages.

Q: Can I participate in any of the events?

A: Yes. Community members can take part in the Saturday morning 5K and the participation bike ride. Amateur cyclists can also compete in races throughout the day.

Q: What time should I arrive to get a good viewing spot?

A: Downtown Athens will be active all day Saturday, but spectators are encouraged to arrive early in the evening to secure a good viewing spot for the pro-am races, which begin at 7:00 PM.

Q: Will there be food and drinks available?

A: Yes. Downtown Athens restaurants, bars, and vendors will be open throughout race weekend, and the International Street Festival will feature food and refreshments representing cultures from around the world.

Q: Are pets allowed at the events?

A: Pets are welcome in outdoor areas but must be kept on a leash at all times. Owners are encouraged to be mindful of large crowds and loud noises during race times.

Q: How can I get around downtown during race weekend?

A: Portions of downtown will be closed for races, so walking is encouraged. Bike parking, rideshare drop-off areas, and nearby parking options will be available and outlined on the website.

Q: What happens if it rains?

A: Athens Twilight is a rain-or-shine event. Any weather-related updates or schedule changes will be posted on the website and social media channels.