

News Release

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Contact: Bill White
Media Relations
978.597.1766



wwhite@planningconcepts.com

Fitchburg Longsjo Classic bestows “Got Sisu” award

Fitchburg, Massachusetts (November 20, 2009) – Only three times in the history of the Fitchburg Longsjo Classic, which just celebrated its 50th anniversary, have officials awarded the “Got Sisu” award. Ronald M. Ansin of Harvard, MA and George Gantz from Unutil received the award at a special ceremony held at the Fay Club in Fitchburg, MA Wednesday evening.

According to Ed Collier, executive director of the Fitchburg Longsjo Classic, the award is given to individuals and corporations that have demonstrated an unwavering commitment to the largest and second-oldest pro/am cycling competition in America. “This race would not happen without the support of our tremendous sponsors and volunteers,” he said.

Sisu, a Finnish word, means strength of will, determination and perseverance, which was the theme that race promoters adopted for the 50th anniversary race, which was held this past July to commemorate Art Longsjo’s life and accomplishments. Longsjo, with his Finnish heritage, was the first American to qualify for both the Summer and Winter Olympics in the same year, 1956.

Aubuchon Hardware was the first organization to receive the distinguished award in 2002.

In presenting the award, Fitchburg Longsjo Classic’s Bill White thanked Gantz and the Unutil Corporation for devoting their time, talent and treasures to the race. Ansin was thanked not only for supporting the race, but for his unwavering commitment to dozens of important community initiatives. Workers’ Credit Union was acknowledged for hosting the reception, who is also a race sponsor.

“With the continued support of this community, we can ensure that this race will celebrate its 100th anniversary in 2059,” concluded White.

Ed Collier said the dates have already been selected for next year’s race, July 2-5, 2010.

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