



## **Borah Teamwear becomes official jersey supplier for Intelligentsia Cup through 2022**

March 5, 2020 – Borah Teamwear, a leading custom sports apparel company based in Southwestern Wisconsin, will supply the Intelligentsia Cup series with the coveted custom winner’s jerseys for the next three years. Winners of each category across the 10 days of the racing will earn a custom Borah Teamwear OTW Spark jersey, the top-line racing jersey.

“We are super excited to be working with the largest attended race series in the U.S.,” said Karl Heidgen, Borah’s Sales Director.

“Marco Colbert and his team have worked tirelessly to create a series and environment that is sustainable and appreciated by the attendees and that is important to us. We are 100% USA made and we love supporting the racers who support us.

Beginning as the Prairie State Cycling Series in 2012 and becoming the Intelligentsia Cup the year after, winners of every race have received a custom-designed winner’s jersey, with the pro/elite women and men categories wearing a yellow version in the races as a leader’s jersey.

“Borah Teamwear is a great partner for our series, with both calling the Midwest home,” said series partner and former Olympian Tom Schuler.

“Borah’s top cycling line is worn by some of the best teams and racers in cycling, and the daily winners of these custom Intelligentsia Cup jerseys will be happy to show off their spoils on their home team rides.”

Registration for the series will open in mid-March with an early registration discount program. The series runs from July 17 through July 26.

(more)

### **About Borah Teamwear**

Founded in 1997 by Chris Jackson, an avid cyclist and Nordic skier, Borah Teamwear has become a leading custom sports apparel company in North America. Based in the scenic Driftless Region of Southwestern Wisconsin, Borah's product development

team has access to thousands of miles of road riding and mountain biking and ski trails that serve as the perfect testing ground for products that will go above and beyond customer expectations. For more information, visit: [borahteamwear.com](http://borahteamwear.com)

### **About the Intelligentsia Cup**

Founded in 2012 as the Prairie State Cycling Series, the Intelligentsia Cup is the largest race series in the country, bringing competitive cycling to the Chicago metro area, featuring top-level professional and elite amateur athletes. Each race venue includes plenty of excitement complemented by healthy and fun family activities, a lifestyle expo, and food and beverage options from local vendors. For the complete schedule, please visit: [www.intelligentsiacup.com](http://www.intelligentsiacup.com)

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