

Colorado Classic Shuts Door On Lance Armstrong

The organizer of the Colorado Classic race has withdrawn its association with the Stages podcast of [Lance Armstrong](#), the American former professional road racing cyclist.

The former professional cyclist will now not be able to earn money from the new Colorado Classic stage race this week (August 10-13) after the race organizer decided to pull the offer of hosting his podcast because of his lifetime doping ban. The disgraced cyclist was expected to bring his fresh and informed cycling perspective to the inaugural event with daily podcasts similar to his Stages Tour de France podcast that was downloaded five million times that placed him in the iTunes top 10 for downloads in July.

It is widely believed that the pressure, including the possibility of losing its 2.HC ranking, saw Colorado Classic organizer RPM cancel its plans. Ben Davis, a spokesman, said we in light of the concerns expressed by the United States Anti-Doping Agency have come to a mutual agreement that it is in the best interest of the Colorado Classic to cancel the marketing partnership with the 'Stages' podcast."

In a statement, race spokesman Curtis Hubbard earlier had remarked that we have been informed of rules that could limit broadcast of the 'Stages' podcast from the upcoming Colorado Classic and added we are seeking additional guidance and will make a decision on how to proceed after further consultation with USADA and producers of the podcast. Hubbard added the UCI-sanctioned race has engaged in a "media partnership" with Lance Armstrong that would have included covering specific expenses related to the podcast but has no input with regard to content and production.

The partnership of Armstrong made USADA upset. The United States Anti-Doping Agency in its Reasoned Decision in 2012 had revealed that the cyclist made use of banned [performance enhancing drugs](#) throughout his career in which he won seven [Tour de France](#) titles.

USADA remarked it has only "advised" race organizers on the rules. A USADA spokesperson said an ineligible individual under the World Anti-Doping Agency Code may not have an official role in relation to a sanctioned event such as the Colorado Classic.

Previously, Colorado Classic officials had said they were "blown away" by the expansive reach of the podcast of Lance Armstrong during the Tour de France. The officials added his commentary as a potential boost toward reviving the popularity of professional cycling through "the biggest audience in cycling." Ken Gart, chairman of the organization formed to put on the race, had said that he thinks Armstrong has an emotional attachment to racing in Colorado. Gart also commented if we were launching his new strategy, that would be one thing but with 5 million downloads, this will help us connect with that serious cycling audience.

The Colorado Classic combines food, drink, and music in a festival atmosphere with the race that will feature stops in Colorado Springs, Breckenridge, and Denver. The field includes 16 men's and 13 women's teams, with riders from 23 countries and stage or overall winners from top international competitions.