

Walmart 



2022 CYCLO-CROSS
WORLD CHAMPIONSHIPS



FAYETTEVILLE-ARKANSAS
USA



MEDIA GUIDE



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1- UCI Welcome Message

The 2022 UCI Cyclo-cross World Championships come at the end of an intense season of racing which has seen an unprecedented number of UCI World Cup rounds held since last October.

Almost every weekend, the athletes have confronted each other on many and varied terrains, delivering exciting battles and demonstrating what cyclo-cross is all about.

Now they come together in Fayetteville for the 2022 Walmart UCI Cyclo-cross World Championships. This is only the second time, after Louisville in 2013, that our leading annual cyclo-cross event of the year comes to the USA.

The athletes got a foretaste of what to expect last October when Fayetteville hosted the second of three opening American rounds of the 2021-2022 UCI Cyclo-cross World Cup. The Netherlands' Lucinda Brand and Belgian Quinten Hermans dominated the racing at Centennial Park, but that was three and a half months ago.

A lot has happened since then and the cyclo-cross family now eagerly awaits to see which athletes manage to take the advantage in Fayetteville and claim the prestigious rainbow jersey of UCI World Champion.

And it is you, members of the media, who will relay the action and results to fans worldwide. Your role in the international success of this event is vital. Your articles, videos, films and photos will capture the essence of the racing and enable us to live and relive the excitement, emotions and battles that unfold over the weekend of racing.

Every effort has been made to ensure your working conditions in Fayetteville meet your expectations and that your experience working at this event is and enjoyable one.

I thank you for your commitment to delivering this event to populations across the globe and sincerely hope that you will draw much satisfaction from working at the 2022 Walmart UCI Cyclo-cross World Championships.

David Lappartient

UCI President.



2- Welcome to Fayetteville

On behalf of Experience Fayetteville: Welcome!

As chief executive officer of Experience Fayetteville, our city's destination marketing organization, I am beyond excited to have athletes, spectators and media visiting Fayetteville from around the globe for the 2022 Walmart UCI Cyclo-cross World Championship. We are honored and excited to be the second U.S. city to host this event in its 72-year history.

The Fayetteville experience is as varied and diverse as the people who live, work and play here. That is reflected in our thriving arts scene, legendary live music and nightlife, culinary treasures and events and attractions that make our city and region so special.

Surrounded by the beauty of the Ozark Mountains, our community prides itself on being inclusive and welcoming to all. That's part of the reason we've been ranked, for the sixth year in a row, by U.S. News & World Report as one of the top 10 best places to live in the United States.

While you're here, we hope you will enjoy our hospitality and world class amenities, like Centennial Park, home to the one-of-a-kind cyclo-cross course where the race will be held. And I hope you'll stop by the Experience Fayetteville Visitors Center to say "Hi" or just to have a seat and charge your phone. This is also the perfect place to pick up a souvenir or to plan a "To Do" list that might include a trip along the Fayetteville Ale Trail, a self-guided tour of our region's local breweries, or a visit to Dickson Street, our entertainment district.

Wherever you go while you're here, sincere service, genuine people and engaging experience await you and we're so happy you are here.

Molly Rawn, CEO

Experience Fayetteville



3- Contact details of OC & UCI Communications & Broadcast staff

We are delighted to welcome you at Fayetteville for the **2022 Walmart UCI Cyclo-cross World Championships**. You can count on the support of the teams.

2.1 Contact Organising Committee

Hazel Hernandez
LOC Press Officer
Email: hhernandez@experiencefayetteville.com
Ph: +1 479 234 2053

Ashley Cane
Marketing Manager (LOC)
Email: acane@experiencefayetteville.com
Ph: +1 479 790 0911

Steve Brunner
KOM Sports/LOC Partner
Email: Steven Brunner steve@komsports.com
Ph: +1 719 322 7022

2.1 Contact UCI

Marie Charlotte Pacaud
Communications and Media Relations Officer
E-mail: Marie-Charlotte.Pacaud@uci.ch
Ph: +41 79 808 61 97

Laura Folchi
Wings Media Centre Coordinator
E-Mail: l.folchi@wingsmedia.it
Ph: +39 338 8932314

Tobias Friedrich
UCI TV Production and Broadcast Services
E-Mail: tobias.friedrich@uci.ch
Ph: +41 76 204 98 07

Adrien de Cheveigné
Digital Manager
E-Mail: adrien.decheveigne@uci.ch
+41 79 520 97 61

4- Competition Programme

THURSDAY 27.01.2022	09h00 – 10h30	UCI course inspection
	14h00 - 16h00	Official training
	16h30	Team relay test event, riders confirmation by e-mail
	17h30	Opening ceremony*
FRIDAY 28.01.2022	09h00 - 12h00	UCI Cyclo-cross World Championships, riders confirmation
	10h00 - 12h00	Official training
	12h30 - 13h30	Team relay test event
		Team relay test event awards ceremony
	14h00 - 16h00	Official training
	17h00 - 17h30	Team managers meeting
SATURDAY 29.01.2022	09h00 - 11h00	Official training
	11h00	2022 UCI Women Junior Cyclo-cross World Championships
		Women Junior awards ceremony, press conference
	11h50 - 12h30	Official training
	13h00	2022 UCI Men Under 23 Cyclo-cross World Championships
		Men Under 23 awards ceremony
	14h30	2022 UCI Women Elite Cyclo-cross World Championships
		Women Elite awards ceremony, press conference
		Men Under 23 press conference, Women Elite press conference
SUNDAY 30.01.2022	09h00 - 11h00	Official training
	11h00	2022 UCI Men Junior Cyclo-cross World Championships
		Men Junior awards ceremony, press conference
	11h50 - 12h30	Official training
	13h00	2022 UCI Women Under 23 Cyclo-cross World Championships
		Women Under 23 awards ceremony
	14h30	2022 UCI Men Elite Cyclo-cross World Championships
		Men Elite awards ceremony
		Women Under 23 press conference, Men Elite press conference

**The opening ceremony will be held on Thursday 27 January 2022 from 5.30 to 6.30pm at Fayetteville Town Center Plaza on the Historic Downtown Square - 15 W Mountain, Fayetteville, AR 72701.*

5- Team relay test event

On Friday 28 January from 12.30 to 1.30 pm, the National Team will select riders to participate at the team relay test event. Each National team may enter only one team and will select 6 riders as following

- 1 Men Elite rider
- 2 riders of the Men Under 23 or Men Junior categories
- 1 Women Elite rider
- 2 riders of the Women Under 23 or Women Junior categories

Each rider selected must already be entered for the individual UCI Cyclo-cross World Championships events. All riders will ride one entire lap before reaching the finish area and give the relay by touching his/her next teammate in the exchange box.

Uncomplete teams are not possible. Please note that no UCI World Champion title will be awarded, since this is a test event.

6- Covid-19 Protocol

For the 2022 Walmart UCI Cyclo-cross World Championships, [the Protocol for the organisation of cyclo-cross events](#) in the context of the coronavirus pandemic must be respected.

Working conditions for all participants at the event therefore need to follow Covid-19 [counter-measures](#). The UCI protocols for hosting cycling events in the current context, and the principle of team and peloton bubbles, which are to be maintained throughout the competition, will govern the rules for all groups, including the media attending the Championships.

All accredited persons will be required to respect social distancing and wear a mask at all times including outdoors and in all areas of the Championships. **Please remember that the face mask must be worn correctly, covering the mouth and nose. Anyone failing to respect these requirements will be excluded from the UCI World Championships.**

GENERAL PROVISIONS

- The 2022 Walmart UCI Cyclo-cross World Championships will be organised with public/spectators. However, there will be no spectators allowed within Teams parking. All Teams parking and servicing is within the accredited bubble.
- Each National Federation, each group of collaborators, all media and also the Organising Committee and the UCI will adopt a responsible attitude in the context of the pandemic and limit the presence of their representatives to the people necessary to carry out the event.
- Face masks must be worn correctly, covering both the nose and the mouth at all times at all of the event venues, except for riders during training, warming up and racing, and that includes in and around the Teams parking area. **Any person at the event venue who is seen to be without a mask for an extended period of time will have their accreditation removed.**

- The use of N95, KN95 (FFP2) type masks are highly recommended. If these are not available, a surgical mask is recommended.
- Social distancing of minimum 2m (6ft) is expected at all times. Keep in mind that face masks on their own cannot provide complete protection against infection, and there is a need to use them alongside maintaining physical distancing.
- Regular hand washing/sanitizing is expected. Hand sanitizer will be provided at multiple locations in the event area.
- The Media must keep their distance from the riders and wear their facemask all the times including when they are conducting interviews.
- The media representatives must respect signposting, and keep their distance from the riders and teams, especially when walking around the site.

ISOLATION BUBBLES

- There are NO mandatory isolation bubbles while at venue.
- Two populations will be distinguished and physically separated at the competition venue: **accredited persons / NON-accredited persons.**
- Outside the competition venue and the official opening hours of the event, it is the responsibility of each individual to limit social contact. Also at those moments, we strongly recommend the wear of facemask, correctly covering both the nose and the mouth.
- There are NO mandatory negative tests or vaccination checks prior to entering venue.

7- Accreditations

Registration

Media registration for the 2022 Walmart UCI Cyclo-cross World Championships in Fayetteville-Arkansas (USA) from 29 to 30 January 2022 is accessible on [the UCI accreditation platform](#).

The accreditation system will close on **Friday 28th January**.

Accreditation opening hours

Wednesday, January 26: 9:00 AM – 6:00 PM

Thursday, January 27: 9:00 AM – 5:00 PM

Friday, January 28: 9:00 AM – 6:00 PM

Saturday, January 29: 9:00 AM – 5:00 PM

Sunday, January 30: 8:30 AM – 12:00 PM

Accreditation access

Fayetteville Town Center:

15 W Mountain Street

Fayetteville, AR 72701

<https://g.page/FayettevilleTownCenter?share>



NO MEDIA CREDENTIALS WILL BE MAILED. The media credential will allow access to various, designated marked media areas on-site and along the racecourse. Together with **the email confirming your accreditation request approval, you may be required to show a valid ID, such as a driver's license or your passport, in order to claim your media credential.**

Media members will need to pick-up their media credentials at the Accreditation Centre first before arriving at the Media Center. **NO MEDIA CREDENTIALS WILL BE AVAILABLE AT THE MEDIA CENTRE.**

8 - Media Centre

Welcome desk

The Welcome Desk will provide support on media service matters, general information, specific media information, lost and found and support finding locations inside and out-side the venue.

Media Centre Location

Hilton Garden
Inn Hotel (1325 N Shiloh Dr, Fayetteville, AR 72704)

Media Centre Hours

Wednesday, January 26 : 3:00 PM – 7:00 PM
Thursday, January 27 : 9:00 AM – 7:00 PM
Friday, January 28 : 9:00 AM – 7:00 PM
Saturday, January 29 : 8:00 AM – 8:00 PM
Sunday, January 30 : 8:00 AM – 8:00 PM

Media workspace

The Media Centre provides working stations for accredited media, equipped with power sockets, wireless Wi-Fi, cabled internet connections for photographers, printing access, screens to follow the races.

Pigeonholes

Start lists, results and other relevant information will be placed in pigeonholes for all accredited media to access.

Storage of photographer's equipment There will be lockers at the entrance of the Media Centre for photographers to store their equipment.

Catering

Thursday – Sunday: Buffet with sandwiches, fruit, drinks and coffee at the Media Centre and some hot and cold beverage will be distributed at the Media Lounge.

Entry Lists

Start lists and results for each event will be made available in the Media Centre and TV compound as soon as they are received from the race commissaires. They will also be available at uci.org under the Cyclo-cross section.

Parking

There is no media parking at the venue. Media parking will be available to media members at the Media Centre at the Hilton Garden Inn. You can access parking lots, after having collected your media accreditation at the accreditation centre.

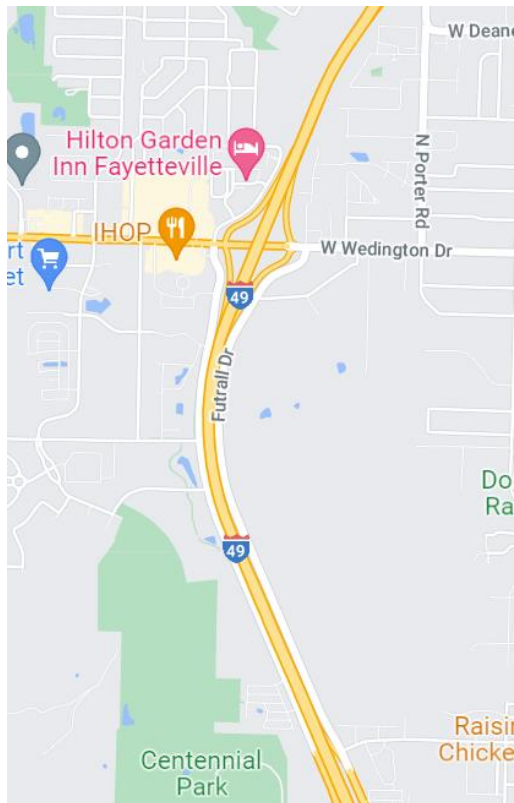
Shuttles

The race will provide continues running media shuttles during the event. The media shuttle will run from the parking lot of the Hilton Garden Inn hotel to a designated pick-up/drop-off location on-site at Centennial Park. Shuttles will run every 10-15 minutes. No personal cars must be used to access the course.

Hilton Garden Inn

1325 N Shiloh Dr.
Fayetteville, AR 72701

3,8 km to Centennial Park



Shuttle Schedule

Wednesday, January 26 : 3:00 PM – 7:00 PM

Thursday, January 27 : 8:00 AM – 5:30 PM

Friday, January 28 : 8:00 AM – 5:30 PM

Saturday, January 29 : 8:00 AM – 5:30 PM

Sunday, January 30 : 8:00 AM – 5:30 PM

11 – Media Area

Mixed Zone

The Mixed Zone is the covered area, located at the finish area, where accredited media can conduct interviews with athletes immediately after they finish their race. Separate allocated areas for Rights holders, News-Rights holders, Non-Rights holders, Written Press and New Media will be set up in the Mixed Zone. The media can follow the races on several monitors installed in the mixed zone.

As per previous years, right after the race, all riders will be guided through the Mixed Zone, except for the top three riders, who will be retained for the Host Broadcaster flash interview/award ceremony/unilateral live TV interviews before being brought back to the Mixed Zone afterwards, followed by the press conference.

Satellite Press Conference Room

The press conference will happen at the **Satellite Press Conference Room** after the end of the interviews of the first top 3 riders with audiovisual media happening in the mixed zone. A facility will be located on-site and the press conference will be displayed at the media centre on screen. Only the journalist being in the press conference Media Tent will be allowed to ask questions to the riders.

All accredited media are welcome to attend the press conferences of the winner and the riders placed 2nd and 3rd, which will occur after the end of each competition, the award ceremony and the Mixed Zone.

On Sunday 28th January, the press conference of the Women Under 23 will happen after the Men Elite Awards Ceremony, and the Men Elite press conference will follow.

Media Lounge

Depending on the weather conditions, the 'Media Lounge' will be a place where media will have the possibility to shelter, follow the races on TV screens and have hot drinks. This lounge is not a facility a satellite media centre it has been created as a shelter and not has a working station.

The 'Media Lounge' will be located near the finish line.

Media Lounge hours

Thursday, January 27 : 9:00 AM – 4.15 PM

Friday, January 28 : 9:00 AM – 4: PM

Saturday, January 29 : 8:15 AM – 4:30 PM

Sunday, January 30 : 8:15 AM – 4:30 PM

9 - Photographers

Photographers briefing

A photographers' briefing is planned on **Thursday, January 27 at 16:30 CST** in the Media Centre's press conference room.

Photographers Bibs

Bibs can only be picked up at the accreditation centre (AC) during opening hours and will require payment of a deposit of **50 USD CASH ONLY (no official documents or professional cards will be accepted)**.

Bibs will then need to be handed back **at the accreditation centre during the opening time OR at the Media Centre** to the Wings Media Centre Coordinator Laura Folchi - l.folchi@wingsmedia.it.

Please return the bibs no later than Sunday 30th within one hour after the last award ceremony.
Bibs can only be worn by the named person.

Any change in photographer within an organisation during the event will require a new bib which will be provided under the same conditions as mentioned above (i.e. the same bib cannot be used by more than one photographer). If a photographer does not return the bib, the second one for the same media company will not be given to the colleague.

In case one or several vests are not returned, UCI will keep the deposit.

Responsible person

Laura Folchi

Wings Media Centre Coordinator

Bibs colours

Photographer bibs come in two colours:



Bibs are required to be worn by photographers. The bibs are numbered, strictly personal and cannot be replaced in case of loss. They are separated into different colour categories per the group they represent. Photographers and broadcasters must wear both their bib and accreditation.

Filming

The rights for continuous filming of the event as well as audio and video interviews are restricted to the authorized parties. Filming for broadcast (including online) may only take place by written permission of UCI. Please refer to the broadcast contact details.

Course entering

Please note that entering the UCI World Championships' course out of the time slot dedicated to the official training will not be allowed, the course will be closed.

10- Broadcast Media

Broadcast media

All access to the venue for audiovisual broad-cast media (TVs, websites, video blogs, radios etc.) will be organised per the different tiers of partnership (Host Broadcaster, Rights holders, News Rights holders and Non-Rights holders).

Responsible person

Tobias Friedrich

UCI TV Production and Broadcast Services Coordinator

Broadcast Bibs

Broadcaster bibs come in the four colours:



Host Broadcaster

Rights Holder

News Rights Holder

Non Rights Holder

Team Video

For the broadcaster bibs, the UCI charges a deposit of US\$ 50 or equivalent in cash only. Broadcaster bibs must be picked-up at the TV production office truck in the TV Compound. If needed, Bibs can be kept for the full duration of the event and only returned on Sunday after the last race.

TV bib distribution

Thursday, Jan 27 : 16:30 – 17:00

Friday, Jan 28 : 10:30 – 11:00

Saturday, Jan 29 : 9:30 – 10:00

Sunday, Jan 30 : 9:30 – 10:00

Bibs to be returned

Friday, Jan 28: 15:30 – 16:00

Saturday, Jan 29 : 17:30 – 18:00

Sunday, Jan 30: 17:30 – 18:00

To provide crews with the best possible service and the required venue access, bibs must be collected at the abovementioned times at the TV compound. Without TV bib, access to the event and especially to the mixed zone for interviews will be denied.

General access and restrictions

The Host Broadcaster's team, wearing grey bibs, will be allowed to access all areas to ensure a first-class television signal at European Broadcasting Union's standard. The Host Broadcaster's team is therefore the only audiovisual media allowed to access the finish line during the event. All other audiovisual media groups – to be identified based on their respective bib colour - will have access to the Mixed Zone as described above with the exception of the Team Video Operators.

Close to the pit area, only RF (live) or ENG. cameras from Rights holders can film in the team manager's area but not in the pit area itself.

Access to media centre

UCI media partners, TV crews and camera operators can access the Media Centre for the edit and the upload of videos. However, for organisational reasons, we kindly request that they do not to occupy the Centre space when not needed. Also Team Video Operators do not have access to the media centre.

13- Race Officials

UCI OFFICIALS

Commissaires' panel

President Martijn SWINKELS NED

Member Rita TEXEIRA POR

Member James BRATRUD CAN

Member Dorothy ABO TT USA

Technical Adrien LEVESQUE CAN

UCI Sports Director Peter VAN DEN ABEELE BEL

UCI Technical Delegate Beat WABEL SUI

UCI Cyclo-cross Consultant Christelle REILLE FRA

UCI Medical Director Pr Xavier BIGARD FRA

UCI Public Announcer Niko DE MUYTER BEL

ANTIDOPING AGENCY DELEGATES, ITA

Doping Control Officers Jürgen HEISE USA

Ana Carolina SIQUEIRA BRA

USA CYCLING COMMISSAIRES

National Commissaires (USA) Shawn Farrell

Thomas Nee

Philip Miller

Steven Eppel

Kristen Mills

ORGANISING COMMITTEE

CEO Molly RAWN

President Medalist Sports Chris ARONHALT

Project Director Kevin BENJAMIN

Course Manager Sean THURMAN

Teams Parking Chris REED

Medical Team Dr. Wesley COX and Dr. Shea BRANNAN

COVID-19 Coordinators Kevin BENJAMIN, Dr. Wesley COX, Dr. Shea BRANNAN

Press Officer Hazel HERNANDEZ

TV Producer Hans SPEETJENS

TV Director Jan WEYNANTS

14- UCI Management Committee

CYCLO-CROSS COMMISSION

President

Katerina NASH (CZE)

Members appointed by the UCI Management Committee

Eva LECHNER (ITA)

Sven VANTHOURENHOUT (BEL)

Peter PRIVARA (SVK)

Richard GROENENDAAL (NED)

Ed COLLINS (GBR)

Scott KELLY (CAN)

Riders' representative, member of the UCI Athletes' Commission

Steve CHAINEL (FRA)

15- Follow the 2022 Walmart UCI Cyclo-cross World Championships in Fayetteville

Official Website

The official website for the 2022 Walmart UCI Cyclo-cross World Championships is:

www.cyclocrossfayetteville2022.com

Facebook: facebook.com/cxfayetteville

Twitter: twitter.com/CxFayetteville

Instagram: instagram.com/cxfayetteville/

UCI

The official social media accounts of the Union Cycliste Internationale (UCI) for Cyclo-cross are:

Facebook: facebook.com/UCICyclocross

Twitter: twitter.com/UCI_CX

Instagram: instagram.com/UCI_cycling

UCI website : <https://www.uci.org/>

The official event hashtag is: **#Fayetteville2022**

LIVE

The 2022 Walmart UCI Cyclo-cross World Championships in Fayetteville will be live on the UCI website, the official [UCI Youtube channel](#) and on the UCI official [Facebook page](#).

If you don't have the rights to watch the video online at your location, you should check the [watch uci events](#) page to see which partners you can consult for broadcasting. On this website you can also find the latest updates of the TV-schedules.

You can also follow the race via the live commentary available on the [2022 Walmart UCI Cyclo-cross World Championships in Fayetteville section of the UCI website](#).

16 - Media Distribution Partners



UCI BROADCAST PARTNERS

Europe	Channels
Belgium	VRT, RTBF
Czech Republic	Czech TV
Denmark	TV2
France	L'Equipe
Italy	RAI Sport
Netherlands	NOS
Norway	TV2
PAN Europe*	Eurosport
PAN Europe*	GCN
United Kingdom	British Eurosport

***PAN Europe:** Albania, Andorra, Armenia, Austria, Azerbaijan, Belarus, Bosnia-Herzegovina, Bulgaria, Croatia, Cyprus, Czech Republic, Estonia, Finland, Georgia, Germany, Greece, Hungary, Iceland, Ireland, Israel, Italy, Kazakhstan, Kosovo, Kyrgystan, Latvia, Liechtenstein, Lithuania, Luxembourg, Macedonia, Malta, Moldova, Monaco, Montenegro, Morocco, Netherlands, Poland, Portugal, Romania, Russia, San Marino, Serbia, Slovakia, Slovenia, Spain, Switzerland, Turkey, Ukraine, United Kingdom, Vatican

Outside Europe	Channels
Australia	Fox Sports, KAYO
Canada (ENG)	Flo Bikes / Flo Sports
Malaysia	ASTRO
New Zealand	SKY Sport NZ
Pan-Africa	Super Sport
Singapore	Starhub
South Africa	Super Sport
USA	GCN

World-wide	Channels
World-wide	UCI.ORG (UCI Youtube & Facebook)

Geo-blocked in above mentioned countries and regions except Pan-Africa

Status: 22.11.2021

17 - UCI Cyclo-cross World Champions

2021

Lucinda BRAND (NED) - Women Elite

Mathieu VAN DER POEL (NED) - Men Elite

Fem VAN EMPEL (NED) - Women Under 23

Pim RONHAAR (NED) - Men Under 23

2020

Ceylin del Carmen ALVARADO (NED) - Women Elite

Ryan KAMP (NED) - Men Under 23

Marion NORBERT RIBEROLLE (BEL) - Women Under 23

Shirin VAN ANROOIJ (NED) - Women Junior

Mathieu VAN DER POEL (NED) - Men Elite

Thibau NYS (BEL) - Men Junior

2019

Mathieu VAN DER POEL (NED) - Men Elite

Sanne CANT (BEL) - Women Elite

Thomas PIDCOCK (GBR) - Men Under 23

Ben TULETT (TULETT) - Men Junior

Inge VAN DER HEIJDEN (NED) - Women Under 23