Reinhart Attorneys, Clients Celebrate Successful Tour of America's Dairyland

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MILWAUKEE – Reinhart Boerner Van Deuren s.c. (Reinhart) proudly capped off its third year as a sponsor of the Tour of America's Dairyland (ToAD) bike race. This prestigious event, the longest competitive road cycling series in the nation, showcases world-class athletes and brings a vibrant energy to communities across Southeastern Wisconsin.

This annual bike race brings tours and cyclists from all over the world to 11 different communities over 11 days. The final leg of the 2024 tour culminated in Tosa Village in Wauwatosa, Wis., on June 23, with its charming European-style streets providing a picturesque backdrop for the thrilling competition. Nearly 75 Reinhart attorneys, clients, friends and family members gathered in Reinhart's State Street spectator section, cheering on the riders to the finish line, including overall Pro Men winner Lucas Bourgoyne.

Established in 2009, the Tour of America's Dairyland has grown into a national phenomenon. The series features 11 consecutive days of racing, with 8-10 races happening each day. Inclusivity is a core value, welcoming participants of all ages, abilities and genders, including hand cyclists and Paralympians. Nearly 1,000 unique racers from more than 40 states and 15 countries participate annually, with a daily average of 450-500 riders.

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