When the Pedal the Plains bicycle tour brings hundreds of bicyclists to Colorado's Eastern Plains Sept. 21-23, Colorado's Touchstone Energy Cooperatives will be there.

The three-day tour, being promoted by Gov. John Hickenlooper in partnership with The Denver Post, will celebrate the area's agricultural roots and frontier heritage.

Wright & Williamson, LLC, of Sterling has joined its client, Highline Electric Association, as well as other electric co-ops and organizations in helping sponsor this one-of-a-kind cycling event. The ride will make its way through electric co-op territory as cyclists go from Yuma to Wray to Burlington and back to Yuma.

The electric co-ops, which have been providing electric power to these plains for almost 75 years, are also sponsoring a Powering the Plains team of cyclists who will ride to raise money for Energy Outreach Colorado. EOC is a nonprofit organization that helps struggling Colorado families pay their heat bills.

Those interested may help the co-ops and their Powering the Plains team raise money to keep Coloradans warm this winter by visiting www.poweringtheplains.coop . There will be a link to a form to fill out and send in with a tax-deductible donation.

There will also be more information on Highline Electric Association and Colorado's other Touchstone Energy Cooperatives during the exhibitions Friday in Wray, Saturday at the wind farm near Burlington and Sunday in Yuma.

Sponsors for Colorado's Touchstone Energy Cooperatives include Colorado Rural Electric Association, Colorado Country Life, Tri-State Generation and Transmission Association, Highline Electric Association, K.C. Electric Association, Morgan Country Rural Electric Association, Mountain View Electric Association, San Isabel Electric Association, Southeast Colorado Power Association, United Power, White River Electric Association, Y-W Electric Association, Rothgerber Johnson & Lyons LLP and Wright & Williamson, LLC.

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