

Prestige Imports Snowmass Loop Mountain Bike Fondo Returns to Snowmass
Snowmass Loop Mountain Bike Fondo Commences on June 24, 2017 in
Conjunction with Snowmass Demo Days

Snowmass, Colo., (March XX, 2017) –The Prestige Imports Snowmass Loop Mountain Bike Fondo, presented by Intense Cycles, returns for its second year on June 24, 2017.

New for 2017, the event features a new and improved 20 mile course, utilizing portions of Snowmass' famed Snowmass Loop. The Snowmass Loop is a 20 mile loop with over 3k of vertical, non-stop single track with scenic vistas and aspen groves, a favorite of intermediate and advanced riders.

This year, the Prestige Imports Snowmass Loop Mountain Bike Fondo is presented by Intense Cycles. Based in Temecula California, Intense Cycles has a long history in world cup racing and applies that design knowledge and experience to all of their bikes. "Intense is one of the hottest Mountain Bike brands in both gravity and cross country on the market today. Their commitment to sponsoring athletes and to growing the sport through responsible trail management has been an earmark of the company for over 20 years," says event producer Rob Quinn.

The Snowmass Loop Mountain Bike Fondo occurs in conjunction with the third annual Snowmass Demo Days, a two-day, free bike demo event in Snowmass Base Village where participants can Bike Snowmass on the latest equipment provided by featured exhibitors. Guests can also bring their own bike to demo components like the PUSH Industries Eleven Six shock, or get a tune up from mechanics like Kazy Saito of Zen Bikeworks.

Snowmass Demo Days kicks off the 2017 summer biking season. In addition to the Snowmass Loop Mountain Bike Fondo and demos by renowned mountain biking brands, the weekend also includes a concert by Brothers Keeper with John Popper, part of the Snowmass Free Summer Concert Series.

"We are really excited to bring the Fondo back to Snowmass for its second year," says event producer Rob Quinn. "Thanks to the support of Snowmass Tourism, we are able to add additional trails to this year's MTB Fondo, making it bigger and better than ever. Combined with the free Snowmass Demo Days weekend and a Snowmass Free Concert series show featuring Brothers Keeper with John Popper, this weekend is sure to be a who's who of mountain biking enthusiasts, athletes and manufacturers."

Snowmass Demo Days and the Snowmass Mountain Bike Fondo are proud supporters of the Roaring Fork Mountain Bike Association. Participants are encouraged to support RFMBA through an annual membership or an online

donation during registration for the MTB Fondo. Participation in the MTB Fondo is free and open to the first 75 riders. To reserve a space for the Snowmass Loop Mountain Bike Fondo, please contact Snowmassmtbloop@gmail.com or visit www.snowmassloopmtbfondo.com. For more information on Snowmass Demo Days, please visit <http://snowmassdemodays.com/>.

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