

FOR IMMEDIATE RELEASE

February 3, 2015



SANTA CRUZ BICYCLES WELCOMES THE WORLD TO NORTHERN CALIFORNIA IN 2015

Weaverville, California –

Northern California-based manufacturer Santa Cruz Bicycles has stepped up to be the title sponsor of the 2015 World Solo 24 Hour Mountain Bike Championships.

Visit this link for a video of the course! - <https://www.youtube.com/watch?v=6Va2Doc5lJA>

Gathering in Weaverville, California on October 3-4, 2015, the world's best endurance mountain bike racers will race around the clock as they compete for the title of "World Solo 24 Hour Champion."

The concept is simple; how many laps of the course can each solo rider do in 24 hours?

The World Endurance Mountain Bike Organization (WEMBO), the international sanctioning body, grants the privilege of hosting this prestigious annual event to only the best venues and courses. Moving from Italy in 2012, to Australia in 2013, to Scotland in 2014, WEMBO has chosen the historic California gold-rush town of Weaverville for the 2015 event.

The organizers are thrilled to showcase the Northern California town to the world—it epitomizes the United States with its rich history and its proximity to the Trinity Alps Wilderness and surrounding mountains and rivers, where visitors can enjoy hiking, exploring, rafting, kayaking, fishing and an array of other outdoor activities. Those wanting to explore farther can visit Mt. Lassen National Park, Redwood National Park, and Mt. Shasta. These and other sites of interest are within easy driving distance making it possible for the international and U.S. based racers, crews and spectators to truly experience our country and region.

Nestled against the majestic mountains of the Trinity Alps Wilderness, historic Weaverville hosts some of the best single-track mountain bike trails in the Western United States, many built on the remnants of water ditches that supported mining activity in the early days of this gold rush town. Over a century and a half later, these trails, with their gentle grades that follow the contours of the land, provide some of the best mountain biking imaginable—certainly worthy of hosting the world's best endurance racers. With over 40-miles of single-track trails to choose from within the Weaver Basin Trail System the organizers are laying out a course that will be a challenging, fun and scenic.

As the proud Title Sponsor of the 2015 World Championships, Santa Cruz Bicycles is thrilled that the first North American location for this race is a small Northern California mountain town. "From an international sense, we're the local sponsor", says Allan Cooke, Sports Marketing / Events Manager for the Northern California based bike manufacturer, "The world is coming to Weaverville and Santa Cruz will be there to welcome them to Northern California."

Founded in a space the size of a single car garage in the Seabright Cannery, in Santa Cruz California, the company's first bike, the Tazmon, was a single pivot dual suspension bike that rattled established sensibilities and helped define their then- ethos of "simply advanced." This was the cornerstone for a brand that was founded on the notion of doing things their own way in order to build the best.

Now manufacturing 12 models of mountain bikes and a full women's Juliana range, made from either carbon fiber or aluminum, from hardtails to 8.5" travel downhill machines, "we're still pushing that vision", says Cooke, "and like the website says "harder, smarter and sometimes a bit weirder than the others."

Weaverville's residents and merchants are excited and honored to host next year's big race and are planning numerous activities during Race Week, leading up to the October 3-4 main event. Major bicycle and accessory manufacturers will be on hand with their demo centers; elite racers will hold skill clinics for the amateurs, in addition to music, entertainment, barbecues, hosted rides and cycling film screenings. Starting off Race Week on September 26th is the 2015 Weaverville Nine to Five, an 8-hour event on the World Championship course the will give the 24-Hour racers an opportunity for a shake down session on the course and the less ambitious racers a chance to compare their lap times to their heroes.

24-Hour Race Registration is open now at <https://www.bikereg.com/weaverville24>. This event is open only to solo racers (no teams) and unlike previous years there are no qualifying requirements—the organizers want anyone with the desire and ambition to be able to race. There are categories for all ages (18 and above) and abilities and each category winner will be awarded the traditional World Championship Rainbow jersey.

Registration for the 8-Hour and additional event information is available at Weaverville24.us.

#

PHOTO (WEMBO_PR_1) - AUTUMN COLORS

Mild weather and colorful scenes make October the perfect time to visit and race in Weaverville.

THE LOGO (WEMBO15Logo_PR)

The event's unique logo conveys the spirit of 24 Hour racing. Created by local artist Kathy Dotson it will be appear on all of the event's promotional material. On the souvenir T-shirts and sweatshirts it will be printed using glow-in-the-dark pigment on the rider's lights and on the stars and moon.