

**For Immediate Release:**

Summer 2010

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**Summer 2010 Press Kit****Explore Steamboat Springs on two wheels**

Avoid traffic, get a workout and be sustainable; see Steamboat Springs by bike



It is easy to experience Rocky Mountain biking culture while in Steamboat Springs. Seriously, this town knows bikes. The area's credibility as a biking community and cycling destination has been growing exponentially with the addition of high caliber biking events, well known cycling personalities and companies as well as a thriving network of avid mountain, road and leisure bike riders. Some may call it the perfect storm; we call it summer riding in Steamboat Springs.

It's no surprise that Steamboat Springs, a mountain community surrounded by trails and paths, earned the Silver Bicycle Friendly award from the League of American Bicyclists in 2007. The award is part of the League's mission to promote bicycling for fun, fitness, and transportation throughout America. Steamboat Springs, well known as Ski Town, U.S.A.® is now growing in fame as Bike Town, U.S.A.

The Routt county area offers a wide variety of recreational and commuting opportunities for bicyclists. As a further benefit, nearly all of these same facilities are available to hikers, runners, and walkers offering endless recreational opportunities. Few cities offer highlights to enjoy with friends and family such as mountain bike trails on Howelsen Hill, Steamboat ski mountain, neighborhood trails, and the Yampa River Core trail that is accessible right from town.

Local organization Routt County Riders, aims to represent all cyclists by developing and maintaining trails, promoting bike events and organizing rides in the region. The club also acts as a political advocate for road bike safety, trail development and biking tourism. Learn more about RCR by visiting [www.routtcountyrider.com](http://www.routtcountyrider.com).

**Where to get more information?**

To make the most of bike riding in the 'Boat make sure you get up to date maps and trail information before you head out on your adventure. Be sure to stop by the U.S. Forest Service (925 Weiss Drive) or the Steamboat Spring Chamber Resort Association's Visitor Center (125 Anglers Drive) and local bike shops for more information.

The Steamboat community celebrates bicycling by hosting a variety of biking events through the season for all styles and levels of riders. Some of the top events are the Town Challenge bike series, the Annual Bicycle Swap, the Tour de Steamboat, the Steamboat Springs Stage Race, the Bike-in Movie, LiveSTRONG Ride 4 Yellow, Steamboat Triathlon and a variety of bicycle tours offered by local bike shops and touring companies. Bring your bicycle to the 'Boat and check the local websites for more information on upcoming events.

**Steamboat Springs Biking Events****Town Challenge Bike Series**

Test your skills at a local level, but beware. The competition is stiff. The Steamboat Town Challenge is a seven race mountain bike series held every summer. Both hill-climb and cross-country events are included. A majority of the races take place at Mt. Werner and Howelsen Hill. The Town Challenge Mountain Bike Series is open to male and female participants, youth and adults. It caters to both recreational and competitive bikers with separate age categories for men and women in four skill-level groups including Novice, Sport, Expert and Pro/Semi-Pro.

**Kent Eriksen's Tour de Steamboat: July 17th**

The Tour de Steamboat is a non-competitive road bike event and special effort to raise money for the Sunshine Kids Foundation. Participants can choose from a 110 mile century supported race, 40 mile out and back course to Stagecoach, or new

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this year a 25 mile ride through Sidney Peak Ranch. The event kicks off with the annual Benefit Dinner sponsored by Prudential Steamboat Realty on July 16th at the Sheraton Steamboat Hotel from 6-9 pm. The race takes to the road on Saturday, July 17th at 7 am, followed by a BBQ in downtown Steamboat Springs with live entertainment and prizes. For more information and to sign up visit [www.tourdesteamboat.com](http://www.tourdesteamboat.com)

**Steamboat Triathlon: August 29th**

Get your cross-training in by swimming, running AND biking to the finish line. This race course is between and sprint and Olympic distance with a ¾ mile swim in Lake Catamount, a 20-mile bike ride from Lake Catamount to Howelsen Hill and back and a four mile run on Lake Catamount property. Not only is this race challenging, it is a beautiful, scenic course. Learn more about the Steamboat Triathlon at [www.steamboattriathlon.com](http://www.steamboattriathlon.com).

**Steamboat Springs Stage Race: September 4-6th**

The 2nd annual Steamboat Springs Stage Race will be held September 3rd, 4th, 5th, and 6th, 2010. Courses are being reviewed, but the race will include a Friday time-trial, Saturday Circuit race, Sunday Road Race and Monday Criterium. Please visit [www.bikesteamboat.com](http://www.bikesteamboat.com) for updated information about this new addition to the Steamboat Springs Labor Day Celebration.

**Bike to Work Week: June 20-26th**

Join the Steamboat Springs biking community the last full week of June to celebrate “Bike to Work Week.” Make the commitment to ride to work! It’s that easy. A tentative schedule of weekly events includes a Monday Orange Peel commuter clinic, a Tuesday Orange Peel group road ride, on Wednesday celebrating “Bike to Work Day” with breakfast on the Routt County Courthouse lawn, a Thursday skills clinic with Ski and Bike Kare, a Friday Poker Ride sponsored by Ski Haus and a Saturday bike rally. Learn more at [www.routtcountyriders.com](http://www.routtcountyriders.com).

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