

FOR IMMEDIATE RELEASE

Contact: Seth Ehrlich, Ride Director, at 970.926.9292 or seth@sosoutreach.org

8th Annual Dusty Boot Colorado-Eagle River Ride set for July 25

Eagle County, CO - Cyclists, start warming up your wheels and get ready! The eighth annual Colorado-Eagle River Ride is set for Saturday, July 25 and early registration starts now.

“Our goal has always been to produce the best organized road ride in the country” said Arn Menconi, Executive Director of SOS Outreach. “We want people to end their day with sense of achievement, and also a real sense of the beauty in our county as seen on this ride.”

The ride takes participants through the Eagle River Valley up the rural setting of U.S. Highway 131 and along the Colorado River. The one-day, 100-mile (or 100 kilometer and 42 mile options) bicycle ride loops from the start/finish line at Beaver Creek Resort’s Elk Parking Lot to Wolcott up Hwy 131, then to Colorado River Road. The route turns west on a dirt road that is suitable for a road bike to Dotsero. At the confluence of the Colorado and Eagle Rivers, riders will pick-up Hwy 6 and ride east back to Beaver Creek, following the Eagle River.

“This is a 100 mile road bike ride that is doable for every type of rider,” said Tony O’Rourke, Executive Director of the Beaver Creek Resort Company and rider for the previous four years. “It doesn’t have all the steep climbing of many Colorado 100 rides, and there is plenty of support for someone not sure if they can do it.”

The ambassador for the ride this year will be former World Mountain Bike Champion and Adventure Race champion Mike Kloser. For every year of the race, Mike has overseen each aspect of the ride to ensure a real commitment to quality.

Last year, more than 1,050 riders participated in the event, and Menconi said, the number of riders has consistently increased each year. Proceeds from the ride will go to SOS Outreach (SOS), a nonprofit organization that helps build character skills for youth-at-risk (www.sosoutreach.org).

“We’re grateful to riders and sponsors who participate because it helps SOS serve more disadvantaged young people by giving them the opportunity to come to the mountains this winter and develop positive core values,” Menconi said.

Early registration ends June 26. Participants can register online at www.vailvelo.com. Early registration is \$90. Late registration is \$100 by July 24th, and the day of the ride, registration is \$130. Registration is non-refundable. The fee includes a Dusty Boot Colorado-Eagle River Ride jersey, aid stations, Optic Nerve Sunglasses to the first 200 registrants, Dusty Boot post party meal and drink ticket. Showers will be available for

free at the Avon Recreation Center.

For more information, call SOS Outreach at 970.926.9292 or visit www.vailvelo.com.