

April 25, 2017



### **Epic Rides Launches “Hail the Trail” Fundraiser**

*Win a fully equipped mountain bikes while funding local trail builders*

(TUCSON, ARIZ.) April 25, 2017 – Epic Rides today announced an exciting new fundraiser for three non-profit trail building organizations called “Hail the Trail”, a campaign where the public can purchase as many raffle tickets as they want for a chance to win one of three fully equipped high performance mountain bikes. All proceeds will go to fund three trail building organizations crucial to the Epic Rides Off-Road Series.

Prescott Mountain Bike Alliance (PMBA) in Prescott, Ariz., Colorado Plateau Mountain Bike Association (COPMOBA) in Grand Junction, Colo. and Muscle Powered in Carson City, Nev. will be the beneficiaries of this raffle, helping fund work crews to maintain existing trail while also building new trail in each Off-Road Series host community. Raffle tickets are \$4 each, and proceeds will be split evenly between the three organizations.

Three winners will be chosen at random and will receive either a Norco Optin C7.1, any Ibis Bike including the nearly released Ripley LS, or Salsa Deadwood 29+, fully equipped with components including SRAM Eagle drivetrain, SRAM Guide brakes, RockShox front and rear suspension, Maxxis tires and Stan's NoTubes wheels. These 3 bikes with components has a retail value of more than \$6,000 each; a very handsome reward for supporting three very important organizations. Hail the Trail will conclude on June 24 after the Carson City Off-Road, when three lucky winners will be picked.

“Hail the Trail is a terrific way to raise funds for trails while rewarding three supporters with three incredibly nice bikes,” said Todd Sadow, Epic Rides president and co-founder. “Our friends at the Sierra Buttes Trail Stewardship have proven this fundraising model with their 5 Bucks a Foot campaign, so we've put our own little twist on it to help support three non-profit organizations that are critical to the success of the Off-Road Series.”

Raffle tickets can be purchased online starting today at: [epicrides.com/hailthetrail/](http://epicrides.com/hailthetrail/)

For more information on the Epic Rides Off-Road Series, visit [epicrides.com](http://epicrides.com) or follow @epicrides, @whiskeyoffroad, @grandjunctionoffroad and @carsoncityoffroad on Facebook, and search #epicrides and #offroadseries on Instagram and Twitter.

For media inquires, contact Todd Sadow, Epic Rides president at [tsadow@epicrides.com](mailto:tsadow@epicrides.com) or (520) 623-1584



EPIC RIDES  
**OFF-ROAD  
SERIES**  
...a good day on the bike

### **About Epic Rides**

Founded in 1999, Epic Rides has become world famous for producing events that celebrate the many positive aspects of mountain biking. Events such as the 24 Hours in the Old Pueblo presented by Tucson Medical Center, Tour of the White Mountains, Grand Junction Off-Road, Whiskey Off-Road and the Carson City Off-Road are popular with participants because they offer challenging, fun riding and emphasize the joy and camaraderie inherent in the sport.

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