



Presented by  Tucson Medical Center

October 3, 2017

24 Hours in the Old Pueblo Presented by Tucson Medical Center Sells Out in Record Time

Proving to be the Nation's premier 24 Hour mountain bike event, #24HOP fills registration in 7 hours

(TUCSON, ARIZ.) October 3, 2017 – After opening at Midnight on October 1, registration for the 19th Annual 24 Hours in the Old Pueblo presented by Tucson Medical Center reached capacity in only 7 hours and 20 minutes, selling all 2,000 spots and filling faster than last year's time of 37 hours. Dubbed “The Burning Man of Bike Races”, the 24 Hours in the Old Pueblo has been around almost two decades and is one of the only remaining 24 Hour mountain bike events in the United States.

More than 4,000 folks converge in the beautiful Sonoran Desert outside Tucson, Arizona every President's Day weekend for the 24 Hours in the Old Pueblo presented by Tucson Medical Center, proving it to be one of the world's largest 24 Hour mountain bike events. Evidence of the 24 Hours in the Old Pueblo's growing popularity is seen by looking at how much faster the event reaches capacity each year; in 2013 it took 83 days to fill, 2014 took 46 days and 2015 took 21 days and in 2016 the time necessary to reach capacity dropped yet again to the aforementioned 37 hours.

“In addition to a celebration of the bicycle, the 24 Hours in the Old Pueblo has become a President's Day weekend tradition for many friends and families whether or not they ride,” said Todd Sadow, Epic Rides President and Co-Founder. “To see the growing popularity of the #24HOP is proof the 24-hour relay race format is a great way to gather folks who love the outdoors and mountain bikes.”

For those who didn't register in time to secure a spot at the 24 Hours in the Old Pueblo, January 1, 2018 marks the opening day of registration for the 2018 Epic Rides Off-Road Series. Each Off-Road Series event offers amateur participants graduated distance options to choose from, massive industry expos, kids rides, free live music & a series wide \$160,000 pro purse.

Highlighted by the recent addition of the inaugural Oz Trails Off-Road in Bentonville, Arkansas. The Oz Trails Off-Road represents the fourth stop in the series and as the championship event will account for \$60,000 of the overall equal payout pro purse.

For more information about the 24 Hours in the Old Pueblo presented by Tucson Medical Center, visit epicrides.com or follow Epic Rides and #24HOP on Facebook, @epicrides on Instagram and Twitter.

For media inquires contact Zoe Loffreda, Marketing Manager at zloffreda@epicrides.com or (520) 623-1584

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, Carson City Off-Road and the new-for-2018 Oz Trails Off-Road are popular with participants because they offer challenging, fun riding and emphasize the joy and camaraderie inherent in the sport.

