

FOR IMMEDIATE RELEASE

MEDIA CONTACT:

Todd Sadow, President

Epic Rides

520-623-1584 / [tsadow@epicrides.com](mailto:tsadow@epicrides.com)



**Where beginners, seasoned amateurs and the world's fastest pros come together to enjoy 3 days of mountain bike culture, live music and world class single track.**

(TUCSON, ARIZ.) January 4, 2016 – In anticipation of its continually expanding Off-Road Series of community-oriented, family friendly mountain bike events in 2016, Epic Rides today announced Community Discount Night, an opportunity for nearby residents in each of the three host communities to receive a 25 percent discount on event registration.

Held from 5:30p-8:30p on Wednesday, January 6, 2016 in Prescott, Ariz., Grand Junction, Colo. and Carson City, Nev., Community Discount Night will provide locals a social gathering to kick off the upcoming mountain bike season while sipping back select beers from Sierra Nevada Brewing and other locally crafted beverages.

Since the inaugural Whiskey Off-Road was held in Prescott in 2004, the Off-Road Series has grown into a three-day outdoor experience held in vibrant communities with a passion for healthy living and outdoor recreation. Part of what has made the Whiskey Off-Road and the Grand Junction Off-Road premier mountain bike events is the enthusiasm, energy and pride of each communities residents. And the excitement generated by locals with the debut of the Carson City Off-Road next June promises to make it an equally big success.

“The Off-Road Series events can’t happen without the support of our host communities,” said Todd Sadow, Epic Rides president. “Whether descending along the towering Thumb Butte in Prescott, taking in the massive Book Cliffs near Grand Junction or witnessing the remarkable emerald beauty of Lake Tahoe above Carson City, the Off-Road Series builds local pride in its host communities, and we aim to foster that pride by offering residents special pricing on our events.”

Epic Rides encourages local riders, clubs and social media mountain bike groups to spread the word on Community Discount Night, as the only requirement to

receiving the discount is being at the event in person. Attendees can register for any and all three events for the same 25 percent discount. Friends and family who are not present are not eligible for Community Discount Night, sorry.

Community Discount Night takes place on January 6, 2016 from 5:30p - 8:30p at the following three locations:

**Prescott – Whiskey Off-Road Community Discount Night**

*Where:* Raven Café, 142 N. Cortez St.,

*Discount:* 25% off - Sign up \$80 registration fee (\$120 retail) for any 2016 Epic Rides Off-Road Series event.

18 & under receive an additional discount.

Facebook page: <https://www.facebook.com/events/1509415759359298/>

**Grand Junction Off-Road Community Discount Night**

*Where:* Edgewater Brewery, 905 Struthers Ave.

*Discount:* 25% off - Sign up \$80 registration fee (\$120 retail) for any 2016 Epic Rides Off-Road Series event.

18 & under receive an additional discount.

Facebook page: <https://www.facebook.com/events/151233348569901/>

**Carson City Off-Road Community Discount Night**

*Where:* Fox & Firkin, 310 S. Carson St. #100

*Discount:* 25% off - Sign up \$80 registration fee (\$120 retail) for any 2016 Epic Rides Off-Road Series event.

18 & under receive an additional discount.

Facebook page: <https://www.facebook.com/events/523862297783289/>

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**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, Whiskey Off-Road, Grand Junction Off-Road and the Tour of the White Mountains are popular with participants because they offer challenging, fun riding and emphasize the joy and camaraderie inherent in the sport. - [Epicrides.com](http://Epicrides.com)