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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.) December 29, 2016 – On Thursday, December 31st at 6a MST registration for the 2016 Epic Rides Off-Road Series backcountry style mountain bike events and music festivals will open with multi-event pricing incentives and nearly \$7,000 in sponsor prizes for six lucky winners who register between Thursday, Dec. 31, 2015 and Wednesday, Jan. 6, 2016.

“We’re focused on evolving cross-country events into the more soulful and fulfilling backcountry experience that mountain biking really is,” said Todd Sadow, Epic Rides president. “Modern bikes are more capable than ever, and the five-mile loop groomed trail experience in traditional cross-country events doesn’t satisfy the soul like a 15, 30 or 50-mile backcountry adventure amidst the most awe striking terrain in America.”

Each Off-Road Series host community possesses a unique, friendly and rugged frontier city charm, blessed with thousands of acres of breathtaking terrain and hundreds of miles of incredible singletrack. The quality of the trails and the family-friendly environment of each Off-Road Series event attract top professional athletes as well as amateur riders looking for an authentic backcountry mountain biking experience. Whether gunning for the \$100,000 Pro Series Purse, getting the latest gear at huge industry expos, taking in the free music festivals, enjoying the Sierra Nevada Brewing beer gardens or simply accomplishing a big goal of finishing a choice of three different graduated event distances, there’s something for everyone at each stop in the Off-Road Series.

As an incentive to register early, three men and three women who sign up for any Off-Road Series event before Jan. 6 will be eligible for a generous prize package that will come in handy for event weekend. Winners will receive a Camelbak Kudu hydration pack (\$225 retail value) a fresh set of Maxxis tires (\$130 retail value) and

one BikeFlights voucher worth up to \$300 to conveniently ship their bike to and from the event. Winners will be announced on Jan. 7 on the Epic Rides Facebook page (facebook.com/epicrides/) and Instagram account (@epicrides).

Each event costs \$120 (including beneficiary donation and applicable tax), and for those planning to do multiple events, a multi-event discount features a \$30 savings for two events and a \$60 savings for all three events. Due to their popularity, Off-Road Series events have a tendency to fill early. Early registration is recommended to guarantee the rider's preferred event and distance.

The New Year will also bring numerous exciting announcements from Epic Rides, including detailed Pro category series information, Carson City Off-Road course maps and all-new singletrack on the Prescott Circle Trail that will be used in the Whiskey Off-Road.

For a sampling of the Off-Road Series backcountry experience, watch this video:

<https://www.youtube.com/watch?v=09PRju16eAo>

For more details on the Off-Road Series and early registration information, visit:

http://epicrides.com/off_road_series/

Event/Date/Location

Whiskey Off-Road: April 29th – May 1st Prescott, Arizona

Grand Junction Off-Road: May 20th – 22nd Grand Junction, ColoRADO

Carson City Off-Road: June 17th – 19th Carson City, Nevada

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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, Tour of the White Mountains, the Whiskey Off-Road, Grand Junction Off-Road and now Carson City Off-Road are popular with participants because they offer challenging, fun riding and emphasize the joy and camaraderie inherent in the sport. - Epicrides.com