

January 9, 2018



19th Annual 24 Hours in the Old Pueblo Dedicated to Victoria Cramer

An inspiring story of overcoming cancer through positive thinking and the mountain bike

(TUCSON, ARIZ.) January 9, 2018 – Today Epic Rides announced published author, cancer survivor and 24 Hours in the Old Pueblo veteran, Victoria Cramer, as the dedication recipient for the 19th Annual 24 Hours in the Old Pueblo p/b Tucson Medical Center, held in the Sonoran Desert northwest of Tucson on Feb. 16-18, 2018.

When her twin daughters were only eight-months old, Victoria was diagnosed with an aggressive form of breast cancer. Instead of letting the disease overwhelm her, Victoria used her love for living and athletic tenacity to attack the disease head-on with a positive attitude and a well thought-out plan. Throughout her two years of chemotherapy, Cramer persevered by finding reasons to smile every day, focusing on the joy of life and remaining physically active. Cramer's drive enabled her to run a half-marathon, compete in an 18-mile mountain bike race and set a personal record in the 24 Hours in the Old Pueblo p/b Tucson Medical Center - all during her chemotherapy treatments.

The #24HOP was especially important for Victoria; in 19 years of the event, she has only missed two years of it, and going through chemotherapy was not going to stop her.

“My treatments were in three-week cycles,” said Victoria. “I was at my weakest right after the treatment and at my strongest at the end of the three weeks, so we planned the treatments around when the 24 Hours in the Old Pueblo was. Of course my doctors had their concerns, especially with hydration, cramping and being cold. They actually recommended against me doing it for fear I would crash and be far from help, but not doing the #24HOP was never an option.”

Cramer's determination that ended up beating the most aggressive form of breast cancer is documented in her personal memoir, *Living Life Loudly*, an inspiring book taking readers through Cramer's life-changing journey. *Living Life Loudly* is more than just a memoir; Cramer provides hope to others overcoming their own obstacles through positive thinking, finding happiness, choosing a strong team and having a strategy to win.

“It is an honor to dedicate this year's 24 Hours in the Old Pueblo to Victoria,” said Todd Sadow, Epic Rides Co-Founder and President. “If there's anyone who captures the spirit of surviving well, it is

Victoria. She brings so much positive energy to so many people's' lives, and we can't wait to celebrate with her.”

A more in-depth interview with Victoria about how she overcame cancer through mountain biking and preparing for the #24HOP can be found at the [Event Dedication page](#).

Epic Rides invites the public to join a celebration of Victoria and her inspiring story on Friday, Feb. 16 in the exchange tent at 7p. Fellow cancer survivor Lance Armstrong will be in attendance to introduce Victoria. Blue Banjo BBQ will serve attendees dinner, tickets are \$25 per person and are limited to the first 100 people. [Purchase tickets here](#).

For more information on the 24 Hours of the Old Pueblo, visit epicrides.com or follow @epicrides and @24hourtown on Facebook, and search #epicrides and #24HOP on Instagram and Twitter.

For media inquires, contact Zoe Loffreda, Epic Rides 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.

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