

March 8, 2018



**Epic Rides Launches 2018 “Hail the Trail” Program**

*Second annual event gives away four \$6,000+ mountain bikes while raising money for trails*

(TUCSON, ARIZ.) March 8, 2018 – After a successful inaugural year raising more than \$26,000 for trails, the second-annual Epic Rides “Hail the Trail” fundraiser will launch March 8 with a goal of raising \$40,000 by raffling off four high-performance mountain bikes worth \$6,000 each.

Hail the Trail will benefit the four host communities in the Epic Rides Off-Road Series and the organizations that maintain the trails in each community. Prescott Mountain Bike Alliance (PMBA) is the beneficiary in Prescott, Arizona, Colorado Plateau Mountain Bike Trail Association (COPMOBA) in Grand Junction, Colorado, Muscle Powered in Carson City, Nevada and Friends of Arkansas Singletrack (FAST) in Northwest Arkansas.

“Trail builders are the unsung heroes of the mountain bike world. These guys are the lifeblood that sustains us mountain bikers emotionally, physically and even mentally in some cases! THANK YOU!!”, said Fanie Kok, Specialized Bicycle’s Global Trail Advocate and Stoke Activist

Helping enable these funds to be raised wouldn't be possible without the support of Cannondale Bicycles, Pivot Cycles, Specialized Bicycles and one more brand to be named. Each brand has donated a mountain bike worth \$6,000 or more to be raffled off after each Off-Road Series event. All proceeds from Hail the Trail will be evenly split between the four trail building organizations while setting up four very lucky folks with brand new mountain bikes.

“Camaraderie, passionate pursuit of personal achievement and a genuine love towards everything bicycles are just a few of the shared reasons Cannondale’s partnership with Epic Rides is a natural one,” said Rob Rigg, Director Marketing Cannondale, NorthCa America. “We are stoked to have the opportunity to help raise funds for such passionate trail maintenance organizations, and to get on the ground to engage with riders within these local cycling communities.”

Cannondale Bicycles will be donating their Scalpel-Si Carbon 2, valued at \$6,499.99. Pivot Cycles will be donating their Mach 429SL, valued at \$6,109.00. Specialized Bicycles will be donating their Epic Pro, valued at \$6,500.00.

“Over the years Pivot Cycles has formed a valuable partnership with Epic Rides,” said Rachel Byus, Athletic Coordinator for Pivot Cycles. “We are eager to build upon that relationship and create an impact on the trails we all love and ride through Hail the Trail.”

Tickets for the 2018 Hail the Trail fundraiser can be purchased starting March 8 at:

[epicrides.com/hailthetrail/](http://epicrides.com/hailthetrail/).

The more tickets purchased, the better the odds of winning while enabling more trail to be constructed.

For more information on Epic Rides and the Off-Road Series, visit [epicrides.com](http://epicrides.com) or follow Epic Rides and #offroadseries on Facebook, @epicrides on Instagram and Twitter. For more information on the four beneficiary Hail the Trail organizations, visit [prescottmtb.com](http://prescottmtb.com), [copmoba.org](http://copmoba.org), [musclepowered.org](http://musclepowered.org) and [fasttrails.org](http://fasttrails.org).

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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, Whiskey Off-Road, Grand Junction 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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