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24 Hours in the Old Pueblo presented by Tucson Medical Center Goes for a Guinness World Record

World's Largest Lei'd Run in Lycra to highlight Le Mans-style start

(TUCSON, ARIZ.) February 7, 2018 – Epic Rides today announced an attempt for a Guinness Book of World Records at the 2018 24 Hours in the Old Pueblo presented by Tucson Medical Center mountain bike event on February 16-18 in the Sonoran Desert near Oracle, Ariz. The attempt is for the World's Largest Lei'd Run in Lycra, consisting of 551 mountain bikers wearing colorful leis as they run a quarter mile to their bikes in a classic [Le Mans-style start](#).

Every runner who shows up at the start line will be given a lei to wear in order to set the new record. The lei is a staple of Hawaiian culture, a necklace of flowers signifying a symbol of affection or “aloha”. The lei is closely tied to this year's #24HOP theme of Desert Island Oasis, where cacti and palm trees make for a laid back and relaxed atmosphere.



What started 19 years ago as an excuse to ride bikes all day in a beautiful corner of the Sonoran Desert has grown into an international phenomenon. Although almost every other 24 Hour mountain bike event has come and gone, the #24HOP is still running strong after almost 20 years thanks to its inclusive atmosphere welcoming every kind of mountain biker and those who just like to camp with friends and family. The event fills to capacity every year; this year the event sold out in a mere 7.5 hours.

Known internationally as the “Burning Man of Bike Events”, the 24 Hours in the Old Pueblo presented by Tucson Medical Center attracts more than 4,000 participants and colorful spectators every President's Day weekend, a temporary village in the desert known as *24 Hour Town* that emerges as quickly as it disappears without a trace. The #24HOP is a celebration of friends, family, health, happiness and the bicycle. It's also a terrific opportunity for those living in snow country to escape Old Man Winter for a few days, taking in the warmth and stunning sunsets of the Sonoran Desert.

“Since we have 551 folks running a quarter mile to their bikes, we figured why not try and get recognized for the effort in the Guinness Book of World Records?” said Todd Sadow, Epic Rides co-founder and president. “It's just another way to get everybody excited for an event that's become tradition for many mountain bikers, and we're honored to host such an awesome community of outdoor

enthusiasts.”

For more information on 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, 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, 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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