

FOR IMMEDIATE RELEASE



Whiskey Off-Road Fills to Capacity in Record Time
Grand Junction and Carson City approaching 75 percent full

(TUCSON, ARIZ.) March 10th, 2020 – Epic Rides today announced that the 17th Annual Whiskey Off-Road mountain bike event in Prescott, Arizona on April 24-26, 2020 filled to capacity in record time, with the last available entry being taken on February 28. The previous record was a month later, filling on March 28.

Featuring three different distances (15-, 30- and 50 miles), the Whiskey Off-Road serves up some of the finest singletrack in the American Southwest thanks to the efforts of local trail building volunteers, the City of Prescott and the Prescott National Forest. Since the first Whiskey Off-Road was run in 2004, the greater Prescott area has blossomed with new multi-use ribbons of dirt the community has embraced as their own, and the Whiskey Off-Road shares these world-class trails with each participant.

“The Whiskey Off-Road wouldn't be what it is today without the region's focus on trails,” said Todd Sadow, Epic Rides president and founder. “Epic Rides has been fortunate enough to play a small role in this trails renaissance, and we are forever grateful to the community and public officials for making it happen.”

Each year the Whiskey Off-Road gives back a portion of its proceeds to help support trail building and trail maintenance efforts, helping fund local organizations like Over the Hill Gang and the Prescott Mountain Bike Alliance. Last year, the Whiskey Off-Road featured nearly 10 miles of new singletrack, showcasing all the hard work of the trails community.

“Every year we are thrilled to host the Whiskey Off-Road, a premier mountain biking event, and we were pleased to learn that Whiskey Off-Road is sold out, nearly eight weeks before the event, “ said Prescott Mayor Greg Mengarelli, “We appreciate the support of the mountain biking community, and we look forward to welcoming everyone to Prescott April 24th - 26th.”

The excitement for the Off-Road Series extends beyond the series opener in Prescott in late April. The Grand Junction Off-Road in neighboring Colorado on May 29-31 is already 70 percent full, and the Carson City Off-Road in the Nevada State Capital on June 26-28 is over 60 percent full. The Grand is known for its technical trails beneath towering mesas on the Western Slope of the Colorado Rockies, while Carson City boasts a challenging yet beautiful high alpine route with breathtaking views of Lake Tahoe.

The most recent addition to the Off-Road Series, the Oz Trails Off-Road in Bentonville, Arkansas, has been an instant success in America's fastest-growing trails community. Every Off-Road Series event is more than just a mountain bike event, they're all legitimate backcountry adventures on some of the

country's finest trails, wrapped around a celebration of community in four iconic outdoor recreation destinations.

For more information on the Off-Road Series, visit epicrides.com or follow @epicrides on social media channels.

For media inquiries, contact Todd Sadow at tsadow@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 Oz Trails Off-Road are popular with participants because they offer challenging, fun riding and emphasize the joy and camaraderie inherent in the sport.