



About the TransRockies

First run in 2002 as the cousin to the legendary TransAlp Challenge held annually in Europe, the TransRockies has established itself as the one true epic adventure for mountain bikers. Riders from all over the World come every August to test themselves against the terrain, weather and trails of the Rocky Mountains in an event described by *Mountain Bike Magazine* as “The Hardest Race in North America”.

Supported by Travel Alberta, the TransRockies is returning its origins in 2010 with a brand new 400km route through the Alberta Rockies finishing in spectacular Canmore, Alberta. Starting in the historic mountain town of Fernie, BC, the event will work its way North and West through the massive Rocky Mountains crossing the Continental Divide along the way. TransRockies is going to set the new standard for multi-day biking events with this new course that will include the most singletrack, the biggest mountains, the best and most complete rider support, later start times and a new event services like shuttles to local towns.

For the first time in 2010, the TransRockies sought, and was granted, UCI sanctioning for both the TransRockies and the TR3. With a larger cash prize purse and over 2500 important international ranking points on offer. Some of the best endurance racers in North America are expected to sign up to compete in the TransRockies and TR3.

The TransRockies and TR3 continues to draw competitors from all over the World and this year strongly with roughly 450 riders from roughly 20 countries signed up to participate. They'll spend each night in a travelling village of tents and RVs set up by the organizers, where they are fed and supported by dozens of staff and volunteers who do everything from cooking, to setting up tents, to fixing bikes. Not only does this colourful travelling road show make the daily efforts of the participants possible, it creates an environment that builds camaraderie and lasting friendships among riders of different abilities and nationalities.

During the race, riders experience some of the finest that the Rocky Mountains have to offer, from the raw beauty of Alberta wilderness campgrounds like Etherington Creek and Little Elbow Campgrounds, to traditional Western hospitality from the folks at Rafter Six Ranch and Anchor D Ranch to the open arms of mountain towns like Fernie, Elkford and Canmore.

At the end, the population of Canmore, one of Canada's great mountain towns, comes out to host the great finish line celebration and the closing banquet later that evening. As a host town for the 1988 Winter Olympic Games and recently the 2010 Canadian National MTB Championships, Canmore has biking and the outdoors in its DNA. They will turn out in huge numbers to welcome the TransRockies back.

In its short history, the TransRockies has become one of the premiere cycling events on the planet; renowned for the adventure in the riding, terrain and changeable weather, and loved for the warmth, welcome and community which surrounds the event.

Daily news releases will be filed during the event beginning August 8 and ending August 14, 2010. Photo and video links will be provided. Please email paul@transrockies.com for specific requests and credit Dan Hudson on all photos.

Find out what's inside...outside. *TransRockies IX, August 8-14, 2010*



The Brand

The TransRockies boasted an 87% awareness in the core mountain bike community according to an event study conducted by the Haskayne School of Business, 2004. With media coverage across the planet in magazines like Men's Journal and National Geographic Adventure, this awareness continues to grow.

Race Details

First Year Held: 2002

Current Year: 9

Number of Days: 3 or 7

Prize Money: \$30,000 CDN

Number of Competitors

- 2002: 133
- 2003: 158
- 2004: 230
- 2005: 350
- 2006: 450
- 2007: 590
- 2008: 500
- 2009: 360
- 2010: 450

Rider Demographics

- Over 79% of participants are between 30-49 years old with a media age of 38
- 98% of participants surveyed enjoyed it more than they expected
- 99% of participants surveyed would recommend it to a friend
- 88% of past participants surveyed intend to race again in the next 3 years

Nationalities Represented (2010)

Australia, Canada, Costa Rica, Czech Republic, England, Germany, Ireland, Mexico, Netherlands, New Zealand, Norway, Oman, Poland, South Africa, Spain, Switzerland, United States, Venezuela, Wales



2010 Route Statistics

TransRockies IX

Stage	Date	Start	Finish	Distance	Elevation
1	August 8	Fernie	Fernie	31 km	1300 m
2	August 9	Fernie	Elkford	71 km	1900 m
3	August 10	Elkford	Etherington	65 km	1950 m
4	August 11	Etherington	Anchor D Ranch	60 km	1800 m
5	August 12	Anchor D Ranch	Little Elbow	54 km	1500 m
6	August 13	Little Elbow	Rafter 6 Ranch	72 km	2250 m
7	August 14	Rafter 6 Ranch	Canmore	46 km	1350 m
TOTAL	AUG 8-14	Fernie	Canmore	399 km	12,000 m

TR3

Stage	Date	Start	Finish	Distance	Elevation
1	August 8	Fernie	Fernie	31 km	1300 m
2	August 9	Fernie	Elkford	71 km	1900 m
3	August 10	Elkford	Etherington	65 km	1950 m
TOTAL	AUG 8-10	Fernie	Etherington	167 km	5150 m

Media Contact

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