



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”.

In 2011, the TransRockies will celebrate 10 years of epic riding in the Alberta Rockies. This significant milestone will be marked with celebratory events, a new 4-day solo ride through Kananaskis Country and a theme of reunion for the 2500 riders who have come since 2002 to test themselves against the Rockies in North America’s original multi-day epic stage race.

Great efforts have already been made to ensure that riders who come to the Rockies to be part of the event in 2011 will ride on the best ever route. The TransRockies, supported by Travel Alberta, the TransRockies returned to its origins in 2010 with a brand new 400km route through the Alberta Rockies and this route has been further evolved for 2011 with extensive route scouting and planning. Before the snow fell, ending riding season, the entire 2011 route had been ridden and mapped from end to end.

The TransRockies and TR3 continues to draw competitors from all over the World and in 2011, approximately 350 riders from 20 countries will line up to be part of the event. One part of the event which has undergone a major shift is the accommodations and in 2011, in response to rider requests, the number of moving days has been reduced to three as have the number of nights spent camping. Riders spend the first nights at the Raging Elk Hostel in Fernie where they’ll sleep warmly indoors in the Hostel’s comfy, clean dorms. The next two nights, the riders will camp at spectacular Little Elbow Campground surrounded by massive peaks and the last night will be spent camping at the TransRockies traditional stopover historic Rafter Six Ranch.

Riders are supported throughout by dozens of staff and volunteers who do everything from cooking, to setting up tents, to fixing bikes. The colourful travelling TransRockies road show not only makes the daily efforts of the participants possible, it creates an environment that builds camaraderie and lasting friendships among riders of different abilities and nationalities.

Along hundreds of recreational riders motivated by the challenge and spirit of adventure, the TransRockies also draws top international competitors each year. After being granted UCI sanctioning for the first time in 2011, the TR3 solo event will once again offer some of the best endurance racers in North America and the World a deep prize purse and valuable international ranking points.

During the race, all the riders experience some of the finest that the Rocky Mountains have to offer, from the raw beauty of Alberta wilderness campgrounds, to traditional Western ranch hospitality from the folks at Rafter Six Ranch to the open arms of mountain towns like Fernie and Canmore. At the end of the race, 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 home as it celebrate 10 years in the Rockies.

[Find out what’s inside...outside. TransRockies X, August 7-13, 2011](#)



TransRockies Facts & Figures

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: 10

Number of Days: 3, 4 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: 400
- 2011: 350

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 (2011) -- 20

Australia, Austria, Belgium, Brazil, Canada, Costa Rica, Czech Republic, England, France, Germany, Italy, Netherlands, New Zealand, Portugal, South Africa, Scotland, Sweden, Switzerland, Thailand, USA



2011 Route Statistics

TransRockies 10

Stage	Date	Start	Finish	Distance	Elevation
1	August 7	Fernie	Fernie	31 km	1150 m
2	August 8	Fernie	Fernie	45 km	1800 m
3	August 9	Elkford	Etherington	65 km	1950 m
4	August 10	North Fork	Little Elbow	47 km	1250 m
5	August 11	Little Elbow	Little Elbow	66 km	2000 m
6	August 12	Little Elbow	Rafter 6 Ranch	72 km	2050 m
7	August 13	Rafter 6 Ranch	Canmore	45 km	1150 m
TOTAL	AUG 7-13	Fernie	Canmore	371 km	11,350 m

TR3

Stage	Date	Start	Finish	Distance	Elevation
1	August 7	Fernie	Fernie	31 km	1150 m
2	August 8	Fernie	Elkford	45 km	1800 m
3	August 9	Elkford	Etherington	65 km	1950 m
TOTAL	AUG 7-9	Fernie	Etherington	141 km	4900 m

TR4

1	August 10	North Fork	Little Elbow	47 km	1250 m
2	August 11	Little Elbow	Little Elbow	66 km	2000 m
3	August 12	Little Elbow	Rafter 6 Ranch	72 km	2050 m
4	August 13	Rafter 6 Ranch	Canmore	45 km	1150 m
TOTAL	AUG 10-13	Fernie	Canmore	230 km	6,450 m

Media Contact

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