

News Release #2 For Immediate Release

Back again - Bike Parks BC presents the return of "The Ultimate Road Trip" 2008.

The 2007 tour was such a blast; we decided to do it again! Bike Parks BC is back with "**The Ultimate Road Trip**" 2008 grand prize featuring **world-class mountain biking resorts** in "beautiful British Columbia, Canada". This year, Bike Parks BC's resort partners are showcasing two incredible bike park road-trip itineraries. Two winners, each with a guest of their choice, will experience the eastern trip, running July 26 to August 2. This tour will feature **Panorama and Kicking Horse resorts** in the spectacular mountain terrain of the Kootenay Region, followed by **Silver Star Resort** in the beautiful Okanagan Valley. Two other winners and their guest will go on the western tour scheduled for August 3 – 10. This route features **Mt. Washington, Sun Peaks resort**, and ends at **Whistler** during **Crankworx, North America's premiere mountain biking festival**. This route highlights rugged west coast riding and the fast open terrain of the interior.

In addition to two amazing itineraries, "**The Ultimate Road Trip**" 2008 grand prize will feature the use of **Marin Bike's 2008 XLT Series Freeride** bikes, complete with full riding gear, team jerseys, and professional guiding and coaching from the reigning **World Masters Downhill Champ, Shaums March**, owner of MMR Bike Camps. All meals and lodging for the winners and their selected guest are included in this incredible prize package.

Bike Parks BC's is a marketing partnership of British Columbia, Canada's "best alpine resorts", together offering the highest concentration of lift accessed riding found anywhere in North America. The resorts are:

- **Kicking Horse Mountain Resort** - renowned for having the longest vertical, lift-accessed mountain bike trails in North America.
- **Mount Washington** - with views of the Pacific Ocean and the stunning Coast Mountain Range.
- **Panorama Mountain Village** - situated between the Canadian Rockies and the Purcell Mountains, Panorama is known for its immense mountain and true slope-side lodging.
- **Silver Star Mountain Resort** - with over 1600 feet of acclaimed trails, the "Comet 6 Pack" whisks riders to the summit in 7.5 minutes
- **Sun Peaks** - one of Interior British Columbia's best riding destinations with 2,000 vertical feet of downhill terrain.
- **Whistler Mountain Bike Park** - the granddaddy destination for mountain biking and featured home of Crankworx with over 200km of lift-serviced, descending trails.

(Detailed resort information is available through our website at http://www.bikeparksbc.com/Bike_Parks/).

Feel like a pro-team rider on the tour of a lifetime. Be there on Bike Parks BC's "**The Ultimate Road Trip**" 2008, sponsored by Marin Bikes, MMR Bike Camps, RideGuide TV, and Kokanee Beer.

For a chance to win your place on the "**The Ultimate Road Trip**" 2008 tour and experience a mountain-biking journey of a lifetime at **North America's best lift-accessed mountain bike parks**; enter the contest at www.bikeparksbc.com.

Contest opens April 15th, and runs until June 15th, 2008.

For website information about "**The 2008 Ultimate Road Trip**" see www.bikeparksbc.com

Please contact:

Robin J. Harvey

Media & PR Specialist,

Bike Parks BC's "The Ultimate Road Trip" 2008

P: 778-837-7637

E: rjhpg@telus.net

"Ask me about the tour of a lifetime".