



PRESS RELEASE

Contact: Drew Jackson
Director of Sales and Marketing
(541) 693-0953 - djackson@mtbachelor.com
www.mtbachelor.com/media

MT. BACHELOR HOSTS INAUGURAL GRAVICROSS MOUNTAIN BIKE RACE PRESENTED BY 10 BARREL BREWING CO. ON SATURDAY, JULY 15

BEND, Ore. (June 20, 2017) – Mt. Bachelor and 10 Barrel Brewing Co. are partnering together to introduce “GraviCross”, a unique new summer event at Mt. Bachelor on July 15, 2017. Mountain bikers are invited to compete in one of three different divisions for a share of the \$15,000 prize purse.

“The team at 10 Barrel loves shredding at Mt. Bachelor in the summer months after the snow melts and we look forward to working with their team on the new GraviCross event to highlight the bike park for local and regional athletes,” said Andy Goggins, marketing director of 10 Barrel Brewing.

GraviCross will take place on a bike park inspired circuit in Mt. Bachelor’s West Village base area. The short course will challenge riders to navigate over bike park features, drops, berms, rock gardens, and other surprising obstacles, all within spectator view. The competitor finishing the most laps within the time period will be crowned the division winner.

GraviCross anchors an entire weekend of activities at Mt. Bachelor.

The fun begins on Friday, July 14, with the first race in Mt. Bachelor’s Gravity Race Series and an evening concert featuring *The Grizzled Mighty*. The main GraviCross event takes place on Saturday, July 15, along with a “SnowCross” contest where bikers attempt to ride across snow, mud and water. Sunday, July 16, will be more family-focused, with a “KidsCross” race planned on a portion of the GraviCross course.

Throughout the weekend, the 10 Barrel beer garden will be set up for participants and spectators to enjoy.

“We’ve been searching for a signature event to kick-off our summer biking season,” said Drew Jackson, Mt. Bachelor’s director of sales and marketing. “Thanks to our partnership with 10 Barrel, GraviCross can offer a weekend full of competition, live music, outdoor revelry and beer-drinking that is sure to become a staple on the mountain biking circuit.”

GraviCross registration will be limited to the first 200 entrants. To register and find out more information, visit www.GraviCross.com.

About Mt. Bachelor: *Mt. Bachelor is the sixth largest ski resort in the USA, offering 4,318 acres of lift-accessible terrain. The mountain features 11 lifts, eight of which are Express Quads. Mt. Bachelor also features 5 terrain parks, 56K of groomed cross country trails, snowshoeing, tubing, sled dog rides and summer attractions including downhill mountain biking. Mt. Bachelor is part of the POWDR Adventure Lifestyle Co. portfolio. For weather conditions, news, and events visit www.mtbachelor.com.*