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BIKE PARKS BC ANNOUNCES 2008 ULTIMATE ROAD TRIP CONTEST

April 18, 2008

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 experience 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 Kokanee Crankworx with over 200km of lift-serviced, descending trails.

Contest is open to residents of Canada, US and the UK, 19 years and older, from April 15th, and runs until June 15th, 2008.

www.bikeparksbc.com