

For Immediate Release

Back again for 2008, Bike Park BC presents the return of "The Ultimate Road Trip"

Last year's tour was such a blast; we decided to do it again! BC Bike Parks is back with **"The Ultimate Road Trip" 2008** grand prize featuring six world-class mountain biking resorts in the "best place on Earth - British Columbia, Canada". This year, Bike Parks BC's resort partners are showcasing two incredible bike park road-trips. A western trip will comprise of Mt. Washington, Whistler, and Sun Peaks; highlight the best riding from the rugged west coast to the fast open terrain of the interior. The eastern component will feature Kicking Horse and Panorama resorts in the spectacular mountain terrain of the Kootenay Region and Silver Star Resort in the beautiful Okanagan Valley.

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; be sure to enter the contest at www.bikeparksbc.com, opening April 15th, 2008.

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

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

- **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.

Each resort will provide an array of exciting activities for the Bike Parks BC's **"The Ultimate Road Trip" 2008** experience. During each winner's stay, activities such as fine dining experiences, and tours of each destination will be added to make their trip an unforgettable experience in the **"Best place on Earth - British Columbia"**.

Feel like a pro-team rider on a 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. Enter the contest by accessing www.bikeparksbc.com.

For More Information and to enter The Ultimate Road Trip 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