



NEWS RELEASE



Friday, Feb. 28, 2014
14-12

For immediate release

Mountain Bike Promotional Videos Release Event March 5

Williams Lake, B.C. - On Wednesday, March 5th five Cariboo mountain bike promotional videos designed to market the Cariboo to the world will be officially released at a special event taking place at the Limelight Theatre in Williams Lake. These videos, which are produced through a partnership of the City of Williams Lake, Cariboo Regional District, Cariboo Chilcotin Coast Tourism Association, and Cariboo Mountain Bike Consortium, feature awesome Cariboo single track, skilled local riders and the rich grassroots culture that has helped build the Cariboo into an international mountain biking destination.

Last summer, with matched funds from the Cariboo Chilcotin Coast Tourism Association, the City of Williams Lake and the Cariboo Regional District produced videos to highlight riding in Williams Lake, 100 Mile House, Quesnel, Wells and the Cariboo Region as a whole. The task of creating the videos was awarded to Solos Productions, who worked closely with the Cariboo Mountain Bike Consortium to finalize the end products. Solos owner Mitch Cheek, was born and raised in Williams Lake, and has been riding and exploring in the Cariboo for as long as he can remember. He has worked with James Doerfling, Matt Hunter, Specialized Bikes and Monster Energy, bringing his experience and endless energy to this project.

The videos feature local riders, in the epic landscapes of the Wells alpine, on the gnarly trails of Dragon Mountain, on the flowy cross country of 108 Mile, and on the endless single track and wooden stunts of Williams Lake. The videos are designed to capture the imagination of all levels of riders from around the world and help them to decide on the Cariboo as their next mountain bike destination.

Local riders featured in the videos include Bryan Black, Justin Calof, Chris Masters, Shawn Lewis, Jeremy Stowards, Liz Hunt, Sofie Durfeld, Lance Brunt, Ben Walker, Steve & Tish Law, Dennis Wick and John Wellburn.

The first of these video will be featured on Pinkbike.com, one of the largest Mountain Bike websites in the world, starting on March 6, 2014, with others to follow throughout the season. By reaching the international market that follows Pinkbike, we will continue to grow regional mountain bike tourism. The videos, and raw footage gained from shooting them will also be used for many mountain biking promotions to come.

The premiere of these regional videos will be at the Limelight Theatre at 178 Oliver Street in Williams Lake, on Wednesday, March 5th. Doors open at 6:30 p.m. and will feature live music by Shred Kelly, a band from Fernie. Sponsors of this event include the Cariboo Mountain Bike Consortium, Red Shreds and Barkerville Brewing.

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