

mount snow[®] mountain bike festival 8.7.09

May 5, 2009

Dear Mountain Bike Industry Associate,

It is with great enthusiasm that we invite you to join us for the **2009 Mount Snow Mountain Bike Festival, USA Cycling's Pro XCT Tour and US/Kenda Cup East**, and the **Trek Women's Triathlon Series** all held the weekend of August 7-9, 2009.

Mount Snow was honored to be the first East Coast venue ever to host the national championships in 2007 and 2008 but in 2009 we will open the venue back up to the world in our first UCI inscripted event in over 5 years.

The Pro XCT presented by ShoAir will be the premier event on Saturday afternoon with the Pro Dual Slalom event taking place in the evenings complete with BBQ and a free concert and fireworks show following the awards ceremony. As always our amateur events will surround the pro events with XC events on Friday and Saturday and downhill & super d events on Sunday. New this year will be the addition of the Trek Women's Triathlon Series on Sunday morning.

Our goal is to hold the best event on the East Coast with a little bit of something for everyone. This year we are adding to the festival atmosphere to ensure more spectators. With your support and participation, we feel we can promote the sport of mountain biking while providing a fun and entertaining event. To that end, we have planned several new and exciting activities for spectators of all ages, including:

- ⦿ Family zone with kids games and activities
- ⦿ The Jeff Lenowski Observed Trials Stunt Show Saturday and Sunday
- ⦿ Photo and video contests
- ⦿ Dual Slalom Championships held under the lights on the Red Bull Dual Slalom Venue
- ⦿ Charity events
- ⦿ Saturday Night Concert & Fireworks.

Please check out the **2009 USA Mount Snow Mountain Bike Festival website** at <http://www.mountsnow.com/bikefestival.html> for the most up-to-date information.

All you have to do to secure your spot as a sponsor/exhibitor is fill out the enclosed paperwork and mail or fax back **before June 1, 2009**. Please do not hesitate to contact myself, PR & Event Manager Vinnie Lewis, or Tech/Expo Coordinator, Robbin Wulff, with any questions.

Sincerely,



Greg Fisher
Marketing Ops & Event Dir.
gfisher@mountsnow.com
p. 802.464.4174
m. 802.380.5846



Vinnie Lewis
PR & Event Manager
vlewis@mountsnow.com
p. 802.464.4013



Robbin Wulff
Tech/Expo Coordinator
rwulff@mountsnow.com
p. 802.464.4243

