



FOR IMMEDIATE RELEASE
May 6, 2011

Contact: Devon Lyons, 541-301-0192, devon@oregonsuperd.com
Brandon Ontiveros, 503-502-4531, brandon@oregonsuperd.com

2011 OREGON SUPER D SERIES IS LEADING THE CHARGE IN SUPER D/ENDURO
MOUNTAIN BIKE RACING IN NORTH AMERICA

For those who follow the sport of mountain biking and world of enduro racing, the Pacific Northwest is becoming the hub for this particular genre. In it's second year as the state-wide Oregon Super D Series, the 2011 sports property has doubled last year's sponsorship support and has also added a fourth event in Bend. Santa Cruz Bicycles is the title sponsor, which truly exemplifies that they are fully diverged into the All-Mountain arena; that has become the fastest growing category in mountain biking. Not to mention, they also build the best products for this huge market in the industry. Thanks to Santa Cruz Bicycles and over 35 other sponsors like GoPro Cameras, Fox Suspension, Oakley, and Yakima there is over \$85,000 in cash and prizes.

Now leading the charge in North America, the four-race series will kick off the season in it's birthplace, Hood River, with the weekend festival happening on May 28th and 29th. Downtown will host most activities and be the hub for athletes and the public, but the trails of Post Canyon will really be going off! Ultimately showcasing the 3,000' vertical course that's portrayed as one of the most well-rounded Super D's in the country. With a full summer schedule of great events in Hood River, Bend, Oakridge and Sandy Ridge, the Oregon Super D Series has goals of doubling last year's total participant numbers and creating more fully-functional and entertaining mountain bike festivals for the entire family to enjoy.

See details at www.oregonsuperd.com

2011 Oregon Super D Series Schedule:

Race 1: Hood River Super D – May 28th & 29th

Race 2: Bend Super D – July 2nd & 3rd

Race 3: Oakridge Super D – August 7th

Race 4: Sandy Ridge Super D – September 3rd & 4th



NORTH AMERICA ENDURO TOUR(N.A.E.T.) IS FORMED BY SOME OF THE BIGGEST MOUNTAIN BIKING EVENTS IN AMERICA AND CANADA

Throughout the world, mountain biking is one of the fastest growing segments in cycling, with the largest demand being enduro and all-mountain events and the equipment that coincides. Some of the top North American events in the Pacific Northwest and Rocky Mountain Region have recently joined forces to form the North American Enduro Tour (N.A.E.T.). This year's 7-race tour includes longstanding events such as the Kona Canadian Open Enduro in Whistler, BC, the Oregon Super D Series, the Ashland All-Mountain Challenge and the Trestle All-Mountain Enduro in Winter Park, CO. Talk about unparalleled terrain, each course boasts anywhere from 1,700' to 4,900' of vertical descending, showcasing some of the best trails on the continent. The idea behind NAET is to develop a ranking system that highlights this ever-growing sport, top athletes and the companies that align themselves with the all-mountain culture. The focus and main energy will still be on each individual event, with the goal of using NAET as a hub for the latest and greatest information and highlights from this mountain bike arena. Stay tuned throughout the season for overall rankings and updates.

Website coming soon! Go to www.oregonsuperd.com for details and link to NAET website.

2011 NAET Schedule:

Race 1: Hood River Super D, OR – May 28th & 29th

Race 2: Ashland Mountain Challenge, OR – June 17th – 19th

Race 3: Bend Super D, OR – July 2nd & 3rd

Race 4: Oakridge Super D, OR – August 7th

Race 5: Kona Canadian Open Enduro, Whistler, BC – August 10th

Race 6: Trestle All-Mountain Enduro, Winter Park, CO – August 19th – 21st

Race 7: Sandy Ridge Super D, OR – September 3rd & 4th