

# **FOR IMMEDIATE RELEASE**

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## **Canadian Rockies Mountain Bike Fest wins 2<sup>nd</sup> in 2016 Entrepreneurship Challenge**

Canmore, AB – The Canadian Rockies Mountain Bike Fest, a developing mega event that will bring Alberta's booming mountain bike industry to Canmore won second place at last night's Travel Alberta's 2016 Growing Rural Tourism Conference's Entrepreneurship Challenge in Camrose.

Owner/Operator Wanda Bogdane explained, "This is an important accomplishment for the Fest. We've had amazing support so far, but an event of this magnitude requires seed money to develop. Having mentorship will also be helpful to move the project into execution at the standard we want."

Rancho Relaxo Resort of Rocky Mountain House took the first place win and Discovery Wildlife Park of Innisfail won third place. Ricardo Miranda, Minister of Culture and Tourism tweeted "Congrats to [@TaimiSoil](#) [@wandabogdane](#) [@DiscoveryWild](#)-winners of the 2016 Entrepreneurship Challenge, presented at GRT. [#ABtourism](#)"

### **The Canadian Rockies Mountain Bike Fest**

The Fest will be a buzz of activities over a multi-day period at the end of June (2017) and will include:

- Demo-licious Days: "This is where mountain bikers will come to sample the tastiest bikes of the season," explained Bogdane.
- The Plaid Goat Jump Jam where jumpers of all ages and abilities will come to strut their stuff and put on a great show
- A craft beer tent and great coffee to quench attendees' thirst
- Coaching clinics with the best coaches from around the region
- Group rides to make sure festival takers get their "ride-on" and awesome activities hosted by local bike shops
- Partnerships with "for fun" existing mountain bike races
- Trail care days involving local and regional trail builders and designers, with support from the International Mountain Bike Association
- A kids activity area with a pump track and make your own park dirt pit
- Vendors galore showcasing the newest bike goods, food, jewellery, bike art and more

"The Fest will build on the Town of Canmore's Bike Fest, held in previous years and will add in the regional piece to create an inclusive, for-fun celebration of mountain biking culture for the bike industry and its passion people from around the province," said Bogdane. "Mountain bike tourists who love to travel to ride will be a big part of the mix too."

A regional approach to mountain biking is new for Alberta, but common across North America and the world. "The Fest can help fill this gap and will create a new mechanism for our beautiful province to further diversify our tourism economy," explained Bogdane. "The Canadian Rockies Mountain Bike Fest will bring together mountain bike alliances, destination marketing organizations, coaches, clubs and industry so all of the great mountain bike experiences in the region can be found in one mammoth package."

The Canadian Rockies Mountain Bike Fest is seeking sponsors and partners for individual components and the festival as a whole. "There are a ton of different ways to be involved, and we've had interest from the bike industry and non-industry companies who want to reach the core demographic of a loyal affluent group mostly aged 35-55. However, with something of this scale, we'll continue to build out our sponsorship program over the next year," said Bogdane.

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#### Canadian Rockies Mountain Bike Fest Partners and sponsors:



## Background on the Growing Rural Tourism Conference

The 2016 conference featured the second installment of the Entrepreneurship Challenge, a competition to help operators develop new tourism experiences. Ten finalists presented their business plans to industry experts and received feedback during the conference on Feb 23.

The top three winners were announced and received cash prizes and one year of mentoring to assist in the development of their products. The winners included:

- 1<sup>st</sup> place: Rancho Relaxo Resort, Rocky Mountain House
- 2<sup>nd</sup> place: Canadian Rockies Mountain Bike Fest, Canmore
- 3<sup>rd</sup> place: Discovery Wildlife Park, Innisfail

"Tourism is an important industry in our province—and a key factor in diversifying Alberta's economy. The Growing Rural Tourism Conference develops and supports tourism experiences that are off the beaten path, bringing economic benefits to rural communities. Innovation and the expansion of travel experiences in Alberta will facilitate the growth of our burgeoning tourism industry."

*Ricardo Miranda, Minister of Culture and Tourism*

The Ministry of Culture and Tourism is committed to expanding the tourism industry and maximizing the opportunities tourism creates in every region of the province. Working with industry partners the goal is to grow tourism in Alberta to a \$10.3 billion industry by 2020.

### Links:

<http://www.alberta.ca/release.cfm?xID=4025464652ABC-A253-BECE-AAD346EB3BA41FDB#.Vst9HEACA1A.twitter>

### Photos for the winners can be found at:

<https://www.flickr.com/photos/albertaculture/sets/72157664276965799>

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