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MEDIA CONTACT:
Chandler Smith
(303) 263-0082
chsmith@denverpost.com



ViaWest Signs on as Presenting Sponsor for Ride The Rockies

DENVER — The Denver Post Ride The Rockies announced today that ViaWest has signed on to be the Presenting Sponsor for the annual bicycle tour through the Colorado Rockies.

“We know Colorado is at the center of the country’s cycling universe, and we’re excited to be affiliated with this iconic event that has been rolling across Colorado for more than three decades,” said ViaWest President & CEO Nancy Phillips. “Ride The Rockies highlights some of the most majestic parts of the state while providing more than \$1.5 million in economic impact, and this sponsorship continues our role in championing Colorado and the cycling community.”

ViaWest was Presenting Sponsor of the Ride The Rockies Prologue for two years.

Ride The Rockies Tour Director Chandler Smith said he is excited to continue the event’s relationship with ViaWest. “ViaWest was a fantastic Prologue Sponsor and we look forward to what the future will bring with the Tour,” Smith said.

Previous presenting sponsors of Ride The Rockies include: Coors, Coors Light, News 4 Colorado, Public Service Company of Colorado, US Home, Wells Fargo and Zima.

The route for the 31st Annual Ride The Rockies will be announced on Saturday, February 6th. Registration will open the following day at ridetherockies.com and the 2,000 lottery winners will be notified March 4th.

Proceeds from the event benefit the Denver Post Community Foundation.

About Via West: ViaWest is a leading Hybrid IT solutions provider offering cloud, colocation, compliance services and security solutions, and is a wholly owned subsidiary of Shaw Communications, Inc. (NYSE: SJR). With more than 16 years of experience, 30 North American data centers and nine cloud nodes, ViaWest offers IT and infrastructure solutions that solve business challenges while balancing cost, scalability and security requirements. ViaWest delivers tailored solutions designed for maximum reliability and flexibility backed by our 100% uptime commitment. For additional information on ViaWest, please visit viawest.com

ViaWest has received many awards over the years; most recently The Denver Post’s “Top 10 Places to Work in Colorado” and “Top Workplaces 2015”, and Built In Colorado’s “The Top 100 Digital Companies in Colorado”. ViaWest was also recognized in the annual 2015 CRN Data Center 100 list.

About Ride the Rockies: Each June, Ride The Rockies participants venture on a six- or seven-day bicycle tour across Colorado’s Rocky Mountains. The route is different each year, but always climbs a few challenging passes and showcase the state’s spectacular scenery. In its 30 year history, the Tour has visited 46 different towns. The ride is exceptionally popular and approximately 2,300 applications are received annually. In 2016 Ride The Rockies is celebrating its 31st anniversary, making the ride one of the oldest bicycle tours in Colorado.

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