



CONTACT:

Renee Wheelock
Tour Director
(303) 954-6704
rwheelock@denverpost.com
ridetherockies.com

FOR IMMEDIATE RELEASE:

February 5, 2017

CYCLISTS WILL TURN MILES INTO MEMORIES DURING THE 32nd ANNUAL RIDE THE ROCKIES BICYCLE TOUR

DENVER, CO – The Denver Post Ride The Rockies Bicycle Tour presented by ViaWest is excited to announce the route for its annual summer event. The 2017 ride will take place over seven days from Sunday, June 11 to Saturday, June 17. 2,000 cyclists from across the country, chosen through a lottery registration, will be treated to the majestic views and challenging terrain of some of the best miles Colorado has to offer to the cycling community.

The 32nd Tour will showcase the communities of Alamosa, Pagosa Springs, Durango, Ridgway, Montrose, Gunnison, and Salida. Beginning in Alamosa, the ‘Gateway to Colorado’s Great Sand Dunes,’ cyclists will ride through some of the same mountain passes made famous by the historic Denver and Rio Grande Western Railroad. From Alamosa, cyclists will cover 447 miles and ascend over 32,000’ vertical feet, all the way to the ‘Heart of the Rockies’ in Salida. Keeping to tradition, the course will feature some of Colorado’s most scenic and breathtaking views. Highlights of the route include: Wolf Creek Pass, Pagosa Hot Springs, Yellowjacket Pass, the Durango-Silverton Narrow Gauge Railroad, Hesperus Hill, Coal Bank Pass, Molas Pass, Red Mountain Pass, Ouray Hot Springs, Cerro Summit, Blue Mesa Reservoir, and Monarch Pass. Cyclists will be treated to some of Colorado’s finest mountain towns that host the Tour and the introduction of a new host community, Ridgway.

“There is a reason why Ride The Rockies is no stranger to the majority of the communities highlighted on this year’s Tour; the routes between each town are spectacular and the charming hosts do an exceptional job of welcoming everyone associated with the event,” said Renee Wheelock, Tour Director. “We’re ecstatic to revisit this region and thrilled to introduce Ridgway as a new overnight community.”

New this year, Ride The Rockies has added a “Government Springs Challenge” option to day five. Cyclists may choose to take the regular 32-mile route from Ridgway to Montrose, which will serve as a nice recovery ride, or they may opt in for some elevation while exploring an out-and-back route highlighted in the Official Montrose Visitors Guide in 2016, for a stage total of 51 miles.

“Ride The Rockies is an unforgettable experience for the participants, volunteers and host towns across the state,” said Jason Carolan, Chief Technology Officer of ViaWest. “We are proud to be a part of a tradition that gives athletes the opportunity to experience the beauty of our state and the hospitality of our people, all while giving back to the community. This year, we will see some unforgettable landscapes and really highlight what makes Colorado such a special place.

We're excited to be in our fourth year of our partnership with Ride The Rockies and look forward to continuing our commitment to Colorado and Cycling!"

Local hotels, restaurants and retailers in each host community benefit from an estimated \$250,000 in economic impact each day of the tour. Increasing this impact, The Denver Post Community Foundation will award a \$5,000 grant to a nonprofit organization in each host town.

For over three decades, Ride The Rockies has showcased some of the state's most beautiful regions, a stewardship made possible by countless volunteers, loyal sponsors, dedicated partners and gracious host communities.

The 2017 Ride The Rockies route:

DATE	TOWN	MILEAGE	HIGHLIGHTS
Prologue Ride Saturday, June 10	Taos, NM	49 miles 3,854 elev. gain	U.S. Hill, Ortega Weaving, Rancho de Chimayo, Magic Dirt
Registration and Packet Pick-Up Saturday, June 10	Alamosa		
Sunday, June 11	Alamosa to Pagosa Springs	93 miles 4,296' elev. gain	Wolf Creek Pass
Monday, June 12	Pagosa Springs to Durango	68 miles 4,048' elev. gain	Yellowjacket Pass
Tuesday, June 13	Durango Loop	39 miles 2,490' elev. gain	Hesperus Hill & Southern Ute Reservation
Wednesday, June 14	Durango to Ridgway	83 miles 7,792' elev. gain	Narrow Gauge Railroad, Coal Bank Pass, Molas Pass & Red Mountain Pass
Thursday, June 15	Ridgway to Montrose	32 miles 490' elev. gain	
Thursday, June 15	Ridgway to Montrose <i>Optional: Government Springs Challenge</i>	51 miles 2,365' elev. gain	
Friday, June 16	Montrose to Gunnison	65 miles 6,691' elev. gain	Cerro Summit, Blue Mesa Reservoir & Curecanti National Recreation Area
Saturday, June 17	Gunnison to Salida	66 miles 4,360 elev. Gain	Monarch Pass
	TOTAL:	447 miles	

Route is subject to change pending permits.

Registration

Cyclists must register for the event lottery online at ridetherockies.com. Applications will be accepted February 5 - February 26. Applicants will be notified of their standing on March 3, 2017.

Training Resources

Ride The Rockies is a non-competitive event but training is strongly encouraged. Training information is available online and training packages are available through Carmichael Training Systems.

Prologue

The 2017 Ride The Rockies Prologue Experience will take place Friday, June 9 – Sunday, June 11 in Taos, NM. Fifty participants may bypass the lottery and ride, wine and dine with cycling celebrities. Prologue participants will enjoy a welcome reception on Friday night at the historic El Monte Resort & Spa. Saturday begins with a power house breakfast to set the day of cycling up for success. Participants will finish the ride at Rancho de Chimayo, the winner of the coveted 2016 James Beard Foundation Award for the American Classic Restaurant, where riders will be refreshed with cold margaritas and delicious food. Following the ride will be a much deserved massage before dinner under the stars at The Bavarian atop Taos Ski Mountain. The prologue ride will cover 49 miles with an estimated 3,854' elevation gain. Participants will be provided a shuttle from Taos, NM to the Tour start in Alamosa, CO on Sunday, June 11.

Charitable Contributions

Proceeds from Ride The Rockies and its ancillary events benefit The Denver Post Community Foundation. Since 2001, the Ride The Rockies Grant Program has presented 108 grants, totally more than \$585,000, to nonprofit agencies in the host communities focusing on youth education, cycling safety and increased access to bicycle use for low-income participants.

###

About ViaWest: 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 17 years of experience, 30 North American data centers and 11 cloud nodes across the world, ViaWest offers hybrid IT and infrastructure solutions that solve business challenges while balancing cost, scalability and security requirements. ViaWest delivers tailored solutions designed for maximum security, reliability and flexibility backed by our 100% uptime commitment. For additional information on ViaWest, please visit viawest.com.

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 to showcase the state's spectacular scenery. To date, the tour has visited 47 different towns. The ride is exceptionally popular and approximately 2,300 applications are received annually. Ride The Rockies is embarking on its 32nd consecutive tour, making the ride one of the longest running bicycle tours in Colorado.

For more information about Ride The Rockies, contact Ride The Rockies at (303) 954-6700 or visit the event website at ridetherockies.com.

About The Denver Post Community Foundation: The Denver Post Ride The Rockies Bicycle Tour is an event of The Denver Post Community Foundation, a 501(c)3 nonprofit organization, which serves to improve and enrich the lives of those in our community by raising and distributing funds to metro-area and Colorado nonprofit agencies serving the areas of arts, youth, education, and human services. In 2016, \$225,250 was granted to over 36 nonprofit organizations in Metro Denver and Colorado. The Foundation raises funds primarily through eight signature events and programs including: Basket of Joy, Cheyenne Frontier Days Train, Colorado State Spelling Bee, Passport to the Arts, Pedal The Plains Bicycle Tour, Pen and Podium Series, Ride the Rockies Bicycle Tour, and Underground Music Showcase. To learn more about Denver Post Community, visit denverpostcommunity.com.

###