

9th ANNUAL HONDA 24 HOURS OF MOAB
World's Most Prestigious Mountain Bike Team Relay
<http://www.grannygear.com/Races/Moab/index.html>

**RECORD NUMBERS LINE UP FOR WORLD'S TOUGHEST MOUNTAIN BIKE
RELAY**

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MOAB, Utah – For one short weekend, 18-19 October 2003, a mountain bike city will grow up out of the desert graze-lands. There will be a work ethic fitting of Utah's nickname of the "beehive state," followed by a party for 5,000, and then suddenly all of it will disappear as quickly as it came. Many of the participants expect this will be the time of their lives.

A record 450 teams have maxed out the entry books at the 9th Annual Honda 24 Hours of Moab Mountain Bike Team Relay. A win at the Honda 24 Hours of Moab is regarded as the pinnacle of achievement in this genre of mountain bike competition.

Three-time mountain bike world champion and Olympic medalist, Alison Sydor of Canada, who competed in – and won – the Coed Pro/Am category of the 24 Hours of Moab in 2001, said of her effort: "This was the hardest and most exciting mountain bike race I have ever done."

Despite the difficulty of the event, it increases in popularity every year, and in 2003 some 1,700 athletes will complete up to 23 grueling circuits of the 15-mile desert course that climbs 1,100 feet each lap. Starting Noon Saturday and ending Noon Sunday, teams and individuals ride through a full 24-hour period.

Using bright NiteRider halogen lights at sundown, and bundling up for the chill of the desert night, the riders sustain their energy with everything from energy bars to burritos, and by sipping high carbohydrate energy drinks every 15 minutes. Those riding on a team may rest on completing their lap, but for the hardy 60 or so riders tackling the event solo, there is no respite.

The reason for the popularity of the Honda 24 Hours of Moab goes right to the core philosophy of Granny Gear Productions, the company organizing the event. "Our business is fun!" says the company mission statement.

So how can an epic event that keeps you up all night on a harsh, bumpy desert trail be considered fun? Granny Gear Productions' president Laird Knight – who came up with the idea of 24 hour team racing back in 1992 – explains the key to this seeming paradox: "It's more about a sense of achievement and working as a team to achieve a difficult objective. We simply provide the facilities and a relaxed atmosphere; and the riders do the bonding. Then they begin to enjoy and start having fun. The event's so tough, I think that's the best way of getting through it. It's hard to find another event like this – and that's what keeps people coming back, and more new people coming to us each year. In this day and age, it is not easy to find an experience that makes you truly appreciate your fellow human beings."

To corroborate Knight's take, a read of the message board at www.grannygear.com reveals a surprising number of references to the 'F' word: as in 'Fun'.

Knight adds that, "since fun is the product that we supply, it just makes sense that we have fun producing it—and we do. Fun is an under appreciated commodity. It's easily taken for granted. Fun, and its companion, play, are vital components of healthy, happy human beings."

In addition to the fun element, twenty-four hour team relay racing delves deep into the core values of sportsmanship, camaraderie, and tough-minded determination that have been the hallmarks of mountain bike racing from the very beginning. For the racers, these events are some of the most memorable experiences of their lives. For the fans and spectators, they are sports spectacles rivaling anything they have ever seen.

About the Honda Element

The Element from Honda delivers unparalleled functionality and features side cargo doors, available 4-wheel drive, and a large, highly adaptable interior with wipe-down seats and floors and removable flip-up rear seats.

About Granny Gear

Team relay racing is the fastest growing genre of mountain bike racing in the world. Granny Gear Productions Inc. is the founder of the 12, 18 and 24 hour mountain bike team relay formats in the USA, having started with the original 24 Hours of Canaan in 1992. Other Granny Gear Productions events include: the 24 Hours of Temecula (CA); 24 Hours of Snowshoe (WV); 24 Hours of Tahoe (CA); and 24 Hours of Moab (UT). Granny Gear Productions events are sanctioned by the Association of Mountain Bike Team Racing International (AMTRI).

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